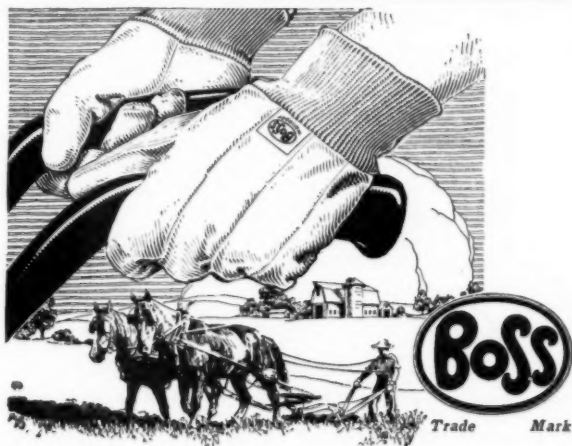


# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CXIV, No. 13 NEW YORK, MARCH 31, 1921

10c A COPY



WHEN the Boss Manufacturing Company first decided to advertise, they had built the largest work glove business in the world. But for 20 years their line had traveled incognito. There were many problems to solve before an advertising campaign could be launched.

The first trade-marked work gloves were introduced to the American Public last year. The initial campaign proved immediately effective. The sales for 1920 of Boss trade-marked Work Gloves passed the quota set for them. And the percentage of sales this year shows a tremendous increase over last. The results attained so far are more than satisfactory both to Advertising Headquarters and to the Boss Manufacturing Company.

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N. W. AYER & SON  
ADVERTISING HEADQUARTERS  
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

# First Hand Information on the Farm Market

A county agent who recently returned from a trip among farm homes, reports the following:

"As I returned I was thinking that the advertiser who imagines that the field for his products is any less than it was a year ago, is certainly mistaken. The facts of the case are that the farm homes in the entire country are in need of material which manufacturers have to offer, and the only practical way of bringing this before the people who need it is through advertising."

The Standard Farm Paper Unit offers advertisers the *greatest national sales influence* in the farm market because it is edited by over 80 leading agricultural authorities at 19 strategic points throughout the country, reaching one out of every two better-than-average farm homes.

## The Standard Farm Paper Unit

Over 1,900,000 Better-than-Average Farm Homes

**The Wisconsin Agriculturist**  
*Established 1877*

**Prairie Farmer, Chicago**  
*Established 1841*

**Pennsylvania Farmer**  
*Established 1880*

**The Breeder's Gazette**  
*Established 1881*

**The Nebraska Farmer**  
*Established 1859*  
**Lincoln, Neb.**

**Wallaces' Farmer**  
*Established 1895*

**The Ohio Farmer**  
*Established 1848*

**The Michigan Farmer**  
*Established 1843*

**Pacific Rural Press**  
*Established 1870*

**The Farmer, St. Paul**  
*Established 1882*

**The Farmer's Wife**  
*Established 1900*  
**St. Paul**

**Hoard's Dairyman**  
*Established 1870*

**Progressive Farmer**  
*Established 1886*

**Birmingham, Raleigh,  
Memphis, Atlanta, Dallas**

*Western Representatives*  
**STANDARD FARM PAPERS, INC.**  
Conway Building, Chicago



*Eastern Representatives*  
**WALLACE C. RICHARDSON, INC.**  
95 Madison Ave. New York City

*All Standard Farm Papers are members of the A. B. C.*

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXIV

NEW YORK, MARCH 31, 1921

No. 13

## How Victor Educates the Retailer to Sell Red Seal Records

Factory Sales Classes Qualify Dealers' Salesmen to Educate Customers from Jazz to Grand Opera

By Roland Cole

A SALES manager who had a quality line to sell conceived the idea of adding a cheap leader as an "educator." The regular line was a so-called high-priced line. He thought his cheap leader would introduce the name of the goods to many people who had never considered themselves possible purchasers, and that it would give them just enough of quality to make them hungry to possess the regular article.

But it did not work that way. The cheap leader cheapened the name of the whole line. The sales manager stood in a dealer's store one day and heard a customer say to the clerk: "I am surprised that this house would cheapen its quality. I have never bought any of its goods—never felt that I could afford to pay the price. But I felt that I would be able to have them some day. People who are able to buy this line, represent the group I hope to join before long. But, now—" and he shook his head.

Turn the problem around. Many manufacturers have started with low-priced leaders and later have tried to add a quality line—watches, jewelry, face powders, sporting goods, toilet articles, shoes, scientific toys, linoleum, flashlights, candy, food, tobacco, perfume, women's house dresses, and office furniture.

With a national reputation established for a low-priced article, or leader, how is the quality line

to be introduced to the public? How is the manufacturer to keep selling the leader and at the same time induce the purchaser to buy the better goods also?

A man enters a store where phonograph records are sold. He asks the clerk for "Whispering."

The clerk produces the record. The man is in a hurry, and does not care to hear it played. While he is waiting for his change, the clerk says:

"Have you heard the latest Galli-Curci record? We just got them in. It is the 'Shadow Song' from 'Dinorah.' Would you like to hear it?"

He would not and says so with a quick look to see if the clerk is getting gay with him. He has no use for that kind of music and has said so in this store more than once. If they are going to keep trying to sell him highbrow junk, as he calls it, when they know perfectly well he has never bought anything but dance music, he will go somewhere else in future.

That is one form of the problem. Here is another:

Entering a clothing store, a man tells the gentleman at the entrance that he would like to look at a suit of clothes. He is conducted to the suit department and turned over to a salesman. The prospective customer refers to a suit in the window priced at \$45. May he see it?

It is shown to him and he likes

it. The salesman does not sell it; the customer buys it. To interfere with the customer, thinks the salesman, may queer the sale. So he lets him buy.

When the customer arrives home he has a look at his purchase and is sorry. After all, the suit is cheaper than he wanted. He customarily pays more for his suits, but the one he has bought looked good in the window. Now that he has it home it does not appear so good. Come to think of it, the salesman took his money in a hurry. He made no effort to show him anything else. Perhaps this was a suit they wanted to get rid of, and they put it in the window and cut the price on it for the purpose of making a quick sale.

He is sore—sore at himself, at the salesman, and at the store. Why did not the salesman ask him if he would like to look at other suits? A comparison of the suit he bought with a few others would have checked the impulse to buy the first thing he saw. He could go back and ask the salesman to change the suit for a better one, but he does not. He will take his medicine, he thinks, but if he ever buys anything in that store again they will know it.

Take the case of two phonograph dealers in the same town. One of them is a large user of popular records. He does not believe in the policy of trying to increase his sales for records of good music. He believes the way to make money in the sale of records is to order larger quantities of the popular hits and then drive on them until they are cleaned out. When "Dardanella" was all the rage, he received a shipment of 350 of the records one day, made a window display of them, and placed a sign in the window informing the public that he had them and urging people to come in and get theirs. Before the day was over he had sold out. About this time a representative of the Victor Talking Machine Company came along and the dealer described his experience with great glee.

"Did you sell any other records to the purchasers of 'Dardanella'?" asked the Victor man.

"Didn't try to," replied the dealer. "That would have slowed up sales, and I probably would not have cleaned out the 'Dardanellas' as quickly as I did. As it is, my total sales for the day are close to \$300. Pretty good—eh?"

#### A LEADER FOR THE WHOLE LINE

The Victor man asked the dealer to take a walk. They went up the street a few squares and dropped in at another dealer's store. This man had only received fifty "Dardanellas." That was not all he had asked for but it was all he had received.

Entering the store, the Victor man asked the second dealer how many "Dardanellas" he had sold that day. He replied that he still had ten or fifteen of the records left.

"Then you only sold thirty-five or forty 'Dardanellas'?" asked the Victor representative. "What did your sales of records for the day amount to?"

The dealer went to look. His total amounted to \$10 or \$15 more than the first dealer's sales. By way of explanation he said:

"Every purchaser of a 'Dardanella' record also bought one or more other records, and in almost every case they were standard pieces and red seals. I simply used the 'Dardanella' as a leader. When the customer came in to buy it, I told him I had something else he would like too, and I played it for him. Customers appreciate this thoughtfulness and if you exercise a little judgment in your selections you can generally offer them something they are mighty glad to buy."

The first dealer saw where he had missed an opportunity. But recognizing the lost opportunity is one thing. Retailers and manufacturers, too, shed tears over "special" customers—the kind who only come into a store to buy a reduced-price leader, and never buy anything else. Hundreds of people in every community are "special sale" hounds. They skip





## Thronging into the Churches

It is a healthy sign for this country that the official church census just completed by The Christian Herald shows a gain of 667,007 members for 1920.

The Church is the basis of good citizenship and wholesome family life—incidentally a solid substantial market for the advertiser.



**THE CHRISTIAN HERALD**

GRAHAM PATTERSON, Publisher  
New York

300,000 copies—500,000 homes

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gleefully from store to store looking for bargains. Trying to sell them other goods is like trying to interest a woman in life insurance when she is buying a ticket for the movies.

#### AN EFFORT TO SELL MORE HIGH PRICED RECORDS

For nearly two years the Victor company has been investigating the subject of selling more records of good music. The company sent its representative into the dealer's stores.

A middle-aged colored woman came into a phonograph store one Saturday night.

"She's a regular Saturday night customer," said the dealer to the Victor man. "Generally buys one or two jazz pieces. What are you going to do with a case like that?"

So the Victor representative asked to wait on her. She wanted "Bake Dat Chicken Pie." He played it for her. Then she asked to hear, "I'm Waiting for You, 'Liza Jane." When he came back with it, he said:

"I've got a record here you will like. It's called 'Deep River.' Let me play it for you. It's an old negro melody, and one of the finest things ever written."

Yes, she'd like to hear it. He put it on. She listened a moment, then picked up the Victor catalogue and thumbed it over in a disinterested way. The record is one by Frances Alda and the Orpheus Quartette. There is a delicious humming refrain in it and about the time this part of the record was reached the old colored woman had her head down to the doors of the Victrola drinking in the melody.

"Man," she said, when it finished, "dat am some music. What all am on de other side?"

There was nothing on the other side and the price of the record was \$1. This was a shock. She was used to buying two pieces on one record for 75 cents. So she asked for "Liza Jane," and one or two others. After listening to a couple more "coon songs," she said:

"Say, boss, play dat hummin' one again."

He played it. The price, however, seemed to be an insurmountable obstacle. Then he played a violin record by the boy wonder, Heifetz, "The Valse Bluetie," followed by some more coon songs. At the end of an hour the colored customer was frankly stumped. She did not know what to do. At last she appealed to the salesman. What would he do?

He asked her how many popular records she had and how long she played them. About a week, she thought, then the kids threw them around, and they did not care for them any more. Why, then, did she not buy a few that she would not get tired of, like "Deep River?"

She took his advice and walked out with two records for which she paid \$2.50.

On the following Saturday night the dealer reported that she came in with her husband and asked for the clerk who sold her the records she bought last week. She wanted some more like them, and wanted her old man to hear them.

The Victor Talking Machine Company makes records for all tastes from jazz to grand opera. There is a big popular demand for dance music, and the sales of such records are large. There is an enormous output of popular music in this country at the present time, and not only the Victor company but other manufacturers of phonograph records have a ready market for the latest hits.

It is a peak business, however—here to-day and gone to-morrow. The demand for certain records may keep up for months, but once the popular taste has been satiated, the line on the sales chart takes an abrupt turn toward the bottom. The demand, therefore, must be watched with a supersensitive eye in order to stop manufacturing in time and clear factory and dealer shelves. For a popular hit, once dead, is supremely dead. There is nothing deader. One could as successfully reanimate an Egyptian mummy as "Sister Susie's Sewing Shirts for Soldiers," or "Love Me and the World Is Mine."

There is quite a different story

**THE AMERICAN BOY**  
 "The Biggest, Brightest, Best Magazine  
 for Boys in All the World"

## Consider the repeaters

First sales in the boy field are just the start. First sales to boys bring big immediate profits, with a string of repeat sales that often carry on for the rest of their lives.

The boy bicycle rider becomes the tire buyer, for his bicycle and subsequently for his automobile. The boy shaver will shave all his life. He will always wear clothes; will continue to eat.

Everything that affects the family, interests the readers of THE AMERICAN BOY. There are more than 500,000 of these boy readers, averaging 15½ to 16 years old. Here is a concentrated boy and family circulation of utmost sales influence for the careful buyer of advertising to reckon with.

**THE SPRAGUE PUBLISHING CO., Detroit, Michigan**  
 (Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York 1418 Lytton Building, Chicago

# In Cleveland after April 1st

a new office in

## the Hanna Building

Euclid Avenue and East 14th Street



THE HANNA BUILDING, CLEVELAND, OHIO

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**F**OR the better service of our Cleveland and Northern Ohio advertisers, we will open on April 1st a Cleveland office in the Hanna Building, Euclid Avenue and East 14th Street. This office will be in charge of Mr. Stuart D. Cowan, for years a member of our plan and production organization. From Chicago, Cincinnati and Cleveland—three offices in this one territory—our service will reach out to all parts of the Middle West. Beginning this week our clients and visitors will find us conveniently located on the main thoroughfare and business street of America's fifth largest city.

**J. WALTER THOMPSON COMPANY**  
NEW YORK . CHICAGO . BOSTON . CINCINNATI . LONDON

to tell when it comes to good music and selling records of it. There are all classes of good music. The record manufacturer who specializes on jazz and popular hits, if there be such a one, has a comparatively local territory to cover. But the field of good music is as extensive and diversified as the world. There is everything past and present—"Old Black Joe," "Silver Threads," "Onward Christian Soldiers," "Pilgrim's Chorus," "standard" male quartettes, folk song, national song, concerto, sonata, grand opera, symphony, and a multitude of others.

The realm of good music is practically limitless. The demand for it differs in many ways from the demand for popular music. Popular hits are comparatively few in number, and of uncertain life, but they run to big volume while they go, like the geysers of Yellowstone Park. The sale of good music is on a much lower level, but it comes from far back like the source of the Mississippi, and flows steadily and dependably on year in and out.

The average dealer's stock of phonograph records is likely to be lop-sided—large quantities of the few popular things, small quantities of the many good things, and the latter group is the heaviest part of the investment and represents the greater profit. The dealer who specializes in popular hits carries a stock that moves well, though there is risk of being caught with unsalable numbers. The dealer who is anxious to build up his sales on good music must carry a much larger assortment of numbers in order to be ready for the demand. His investment must be larger, but so too will his profits.

In developing a taste for good music there would be no peaks in sales of such records, but a steady upward trend year after year. Record stocks would be easier to maintain without danger of sudden losses.

Right there is where the solid future in the phonograph-record business lies. The Victor Talking

Machine Co. is seeking to build up its sales for the products that last, in addition to supplying the transitory demand for the popular.

Can the retail sales person in a phonograph store educate the public to buy better music records? To what extent is it possible to convert the customer for the cheaper article to one for the quality article? Right here is a principle that touches the vitals of a good many businesses.

#### EDUCATING RETAIL CLERKS TO RENDER BETTER HELP

The education of the public depends upon the education of the retail sales person. Just how the Victor company is doing this will interest other manufacturers. The plan has been in operation for nearly two years, and some astonishing results have been recorded. One dealer whose sales of records under the old method of selling totalled \$4,000 for January, increased his sales to \$12,000 during February under the new method. Another dealer whose sales of standard records amounted to but 25 per cent of his total sales, increased them to 80 per cent. This case, however, was an exception, but increases to 33%, 40 and 50 per cent are the rule.

Classes of retailers' salesmen are conducted at the company's offices in Camden. The period of time covered is two weeks, and a class comprises from twenty to twenty-five or thirty persons. Classes of men alternate with classes of women. The expenses are paid by the dealer.

The average retail clerk in a phonograph store knows little enough about music, as most people are aware who have had experiences with them.

A man went into a Victor store recently and asked the clerk for "Anitra's Dance," which as many know is from the Peer Gynt Suite of Greig, written for Ibsen's play. The clerk, a young woman, did not have that record in stock, but brought forth a fox-trot record called "Yellow-Dog Blues," and offered that instead. She prob-

(Continued on page 126)

## IVAN · B · NORDHEM COMPANY

*Poster Advertising in the United States and Canada,  
8 West 40th Street      New York City  
Bessemer Building      Pittsburgh · Pa.,*

is gratified to announce the extension of its sales and merchandising service to clients using outdoor advertising by the engagement of

## MR. HUBERT SACKETT

*formerly General Sales Manager of the  
N. K. Fairbank Company*

For the past nineteen years Mr. Sackett has been prominently identified with the Sales and Advertising Departments of the Fairbank Company and has been latterly a member of the Operating Committee.

Mr. Sackett's experience fully qualifies him to render valuable assistance in matters pertaining to distribution, the injection of individuality into the exploitation of products, the creation of unique consumer interest and the development of greatest efficiency among the men in the field.

Any advertiser, whether or not using or contemplating the immediate use of poster or painted bulletins, is cordially invited to avail himself of Mr. Sackett's knowledge and experience.

## Rights to "Woodbury" Trade-Mark Divided

U. S. Court Declares Confusion Cannot Be Avoided Due to Separation of Products in Twenty-Year-Old Contract

**W**HEN you buy trade-mark rights, or make contracts involving the use of a trade-mark established by somebody else, see that you acquire *all* the rights that exist, or else let it alone. Twenty years of conflict over the use of the name "Woodbury," and the familiar "neckless head" trade-mark, have just culminated in a Federal Court decision which gives that advice special force. By the terms of this decision, which was handed down March 12 by the United States District Court for the District of Delaware, the Andrew Jergens Company, of Cincinnati, is denied the right to restrain William A. Woodbury, and certain corporations in which the latter is interested, from using the name "Woodbury" and the neckless head trade-mark on certain products, even though this will cause confusion and misapprehension on the part of the public.

"It cannot be denied," says the Court, "that the evidence discloses that some confusion exists in the public mind as to the origin of the articles of the respective parties, yet so far as I have been able to discover from the evidence such confusion as does exist arises from the exercise of the legal rights of the respective parties, and not from any wrongful act of the distributors. Such confusion seems wholly attributable to the fact that two separate and distinct corporations, deriving their title from a common source, have the right to use the same mark and name upon different articles and preparations of the same general class."

The transaction which led to the foregoing unsatisfactory conclusion, from the standpoint of the Jergens company, is not at all uncommon, and is one into which a business may easily be drawn unless it keeps its eyes open. To

put it briefly, the Jergens company, in 1901, bought from the Woodbury Dermatological Institute all the rights to eight different products, including facial soap, shaving soap, Odorine powder, etc. Other products of the Institute, such as hair tonic, massage cream, skin lotion, etc., were of no immediate interest to the company, and were not included in the contract of sale. Thus the Jergens company acquired the right to use the name and trade-mark on certain specified products, and the Institute retained the right to use it for others. By the same contract the Jergens company acquired one-half of the capital stock of the Institute, and a voice in its management. Later it acquired control.

Perhaps it will seem that such an arrangement should work to the satisfaction of all concerned. But the record of the ensuing twenty years is a constant struggle on the part of the Jergens company to acquire full title to the good-will vested in the trade-mark, and on the part of William A. Woodbury to protect the rights which were not transferred by the original contract. Whether the present decree is accepted as final, or the case is carried to a higher court on appeal, it is obvious that the dispute has cost both sides much time and money, besides causing confusion in the minds of the public.

The point to be emphasized, of course, is the absolutely indivisible nature of trade-mark rights. Any attempt to divide them is almost certain to result in confusion. The safest way, in acquiring trade-mark rights, is to make certain that there is no reservation, even if that necessitates the purchase of something that is not wanted. That may cost money, but so do lawsuits—not to mention the possible loss of good-will.



## Des Moines is the Commercial Center for 2,403,603 Iowans



Des Moines is the center—note distance to other Middle West metropolitan cities.

## **The Des Moines Register and Tribune Cover Iowa With a Daily Circulation of 112,961**

Ask for maps visualizing daily and Sunday circulation distribution by the dot method. These maps also show circulation by counties and towns. Address Register and Tribune Company, Des Moines, Iowa.

*The Sunday Register's  
8-page rotogravure is one of the finest  
in the Middle West*

# Collier's

THE NATIONAL WEEKLY

Get a copy

*"To Get Prosperity  
Started—  
Try This"*



*An editorial for the man  
who wants to do business  
—in Collier's for April 2*

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**"How will prosperity be started?**

**"Here is Collier's answer: National prosperity is but the sum total of a lot of little individual prosperities. As individuals we have weathered deflation without one of our old-time American panics. But we have not yet realized, as individuals, that we will have to think prosperity and work for prosperity if we want prosperity to 'commence'."**

**Read this leading editorial in Collier's for April 2. Read it—then think about it.**

**Available in booklet form.**

**Collier's**  
**THE NATIONAL WEEKLY**

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## SPEND AS IT PAYS!

**A**FTER you get a market established spend a certain percentage of your sales from it through advertising in it. There would be fewer brands in the various lines if the leaders were not "fostering competition," to quote a phrase of Paul Faust's.

It would be interesting to know how much of the present high cost of living, and particularly of distribution and retail selling, should properly be charged against the far too prevalent method of attempting to cover the United States with an advertising appropriation large enough to work not more than half a dozen or a dozen states right, with a resultant film-like thinness of distribution, with doors everywhere left open for competing brands, not necessarily even advertisers, and all running up the number of articles in a line which the dealer feels it necessary to carry, most of them slowing up his turnover and adding to his expense of doing business, which, of course, the consumer ultimately pays.

If the half-dozen or so leaders, who show up in almost every line investigated, were to devote a reasonable advertising percentage to holding, developing and expanding their business in Baltimore for example, through advertising in *The NEWS* and *The AMERICAN*, interlocking their selling with their advertising, it would be almost impossible for the host of present hangers-on to appear on the dealers' shelves at all. Instead of 20, 30, 40 or 50 brands of the same article appearing in the course of 100 stores interviewed, not more than 1/2 or 1/3 or 1/5 of that number in time would be found at all. The market would be immeasurably more valuable to those left in it: the dealer would be handling practically all fast moving stock, expenses would go down and prices could show the same tendency and even so, profits would undoubtedly go up.

*To make money, spend money, and here in Baltimore substantial appropriations would net BIG returns if invested in the combined and intensified circulation of The NEWS and The AMERICAN, 187,000 daily and Sunday; over 150,000 in city and suburbs. Rate per line for two papers, 30c daily, 35c Sunday.*

## THE BALTIMORE NEWS

Evening, Daily And Sunday.



## The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL  
Eastern Representative  
150 Nassau Street  
New York

*Have a web*  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

## "Reason Why" Comes Back

Now That People Are Shopping Around, They Like to Be Told in Advertisements Definite Reasons Why They Ought to Buy

**I**T looks as if Uncle Robert Reason-Why was coming back. For quite some time the old gentleman has been scarce, and there were reports that he had disappeared altogether. But now he is back on the map and apparently going strong.

There's a reason for "reason-why." People are no longer from Babylon, but from Missouri. They are shopping around. There's a reason for that, too. No man is so moral as he who is just recovering from a jag, consequently it is not surprising that those who were on a buying orgy a little while ago are wearing spectacles nowadays, looking twice at goods, comparing values, and demanding to be shown.

There's no news in this introduction, but it serves to illustrate a point.

By and large, there are two methods of selling goods. One is by appealing to the prospect's emotion, and the other is by appealing to his hard sense.

Under the head of "emotions" come such feelings as pride, love of prestige, desire for luxuries, devotion to family, craving for color, admiration for what is costly, yearning for the exclusive, passion for being in the fashion, etc. All these feelings are factors when money is plentiful and everybody has a job.

But in the cold gray dawn of the morning after, when money and jobs are scarcer, the desire to spend simply for the sake of spending can no longer be depended upon to keep prosperity humming. When the tumult dies away is the time that the voice of reason may be heard.

Only a few days ago the advertising manager of a company having a nation-wide business told the writer he was going over all his copy and advertising matter, and was revising it so as to make it contain more "reasons why." Said he:

"Our adoption of reason-why copy is simply a recognition of not only the condition of the public's purse, but the public's state of mind. The public no longer responds to the mere offer of goods, however meritorious; it must be *sold* on them. We must remember that people have been badly disillusioned about some of the goods they bought during the inflation period. They were charged mountain prices for low-ground quality. We want to build up their confidence again. The quality of our particular line has never been lowered; on the contrary, our goods are better than ever. But the public does not know that. Hence when we claim that our goods are superior, we tell why. When we ask people to buy, we give them *reasons* for doing so."

### REASONS WHY FOR FORD

To look over the pages of recent publications is to realize the change that has come over advertising copy. For example, we find dealers even in so standard a product as the Ford car talking to prospects in their newspaper copy like this:

"Did you ever notice—

"The Ford car makes fewer trips to the filling station than any car.

"The Ford car makes fewer trips to the tire man than any car.

"The Ford car makes a smaller hole in the bank account than any car."

A favorite and effective fashion of presenting reasons-why is to print them in numbered order. This method, though it becomes hackneyed if used too much, certainly has the advantage of making for clearness and logic. Calumet Baking Powder, for instance, opened a recent piece of copy without any preliminaries as follows:

"First: It is sold at a moderate price. You save when you buy

it." And so on for six paragraphs.

Sometimes, however, it is better to present the numbered points with a brief introduction, either general or specific, that will get the reader's attention and keep the numbered paragraphs from appearing too stiff and mechanical. An illustration of this method is that used by A. Stein & Company in newspaper advertising for Paris garters. One piece of copy is headed by a picture of two women talking. Below is the following introductory paragraph written in conversational style:

"You know I always buy Hickory because they are the only children's garter made with the patented rubber cushion clasp, which holds stockings between rubber and rubber. This saves the stockings and means less darning."

Four more points are then made as follows:

"The other four of the five famous Hickory features are:

- "1. Easily adjusted buckle.
- "2. Extra strong pin—cannot bend or break.
- "3. Highest quality elastic and webbing, thoroughly tested, uniformly excellent.
- "4. Guarantee with every pair assures your complete satisfaction or your money back."

The Sonora Phonograph Company is presenting "Fourteen decisive reasons why your choice should be the Sonora" in the form of a window poster which is being distributed to dealers. It measures 22 x 28 inches and is lithographed in four colors.

The New Idea Spreader Company heads an advertisement in farm papers with a cut of its spreader, the features of which are pointed out by arrows connected with circled numbers. These numbers are repeated in the reason-why copy below.

John Deere spreaders are advertised by a somewhat similar method, except that the emphasized reasons are those relating to easy loading, extra traction, and the mounting of all the main working parts on the axle, rather than those relating to itemized mechanical parts.

A recent advertisement of U. S.

rubber boots numbers their four main selling points as residing in the construction of the sole, the back of the heel, the toe, and the "bend" in front.

There is no mystery about reason-why copy. There is nothing subtle or "stuntish" about it. It simply tells the informative news about a product, and gives those facts that are necessary to make its purpose, use and operation clear. It does not excite the reader or create sensations. But for the long pull it has its place and value.

### Willys-Overland Account with New Agency

The account of the Willys-Overland Company, Toledo, O., has been placed with the United States Advertising Corporation, recently organized at Toledo.

Ward M. Canaday, who for nine years was advertising and assistant sales manager of the Hoosier Manufacturing Co., and for the last five years advertising manager of the Willys-Overland Company, is president and treasurer of the new agency. George W. Ritter, of Ritter & Gardner, attorneys, Toledo, is vice-president and secretary.

Several members of the advertising department of the Willys-Overland Company have joined the staff of the new agency.

The account of the Mather Spring Co., of Toledo, is also being handled by this agency.

### Roy Barnhill Joins "The Christian Herald"

Roy Barnhill has joined the Eastern advertising staff of *The Christian Herald*. Mr. Barnhill's territory will include New York, Pennsylvania and the South. Paul Maynard will cover the New England territory.

### "Motor" Advances R. P. Davidson

Robert P. Davidson, formerly Western manager of *Motor*, New York, has been made business manager of that publication. E. H. McHugh, who has been Detroit representative, has become Western manager.

### Noiseless Typewriter Co. Appoints H. J. Lance

Harold J. Lance, formerly with the advertising department of The B. F. Goodrich Company, Akron, O., has been appointed advertising manager of The Noiseless Typewriter Company, New York.

# Making a Product Supreme in Its Own Home Town

A New Variant of the Testimonial in Advertising

By Fred Cook

Advertising Counsel, South Bend Watch Company

MANY a manufacturer has transcribed that old saw which runs "A prophet is not without honor save in his own country" to read "It's hard to wring profit from your own home town" or something to that effect.

It is often the case that a product sells poorest in the town of its manufacture partly because there is a tendency to underestimate the standing of a home product, but also, we think, because the desirability and possibilities of the home market are often discounted by the manufacturer himself.

A few years ago South Bend watches were not the premier sellers in the South Bend, Ind., jewelry stores. They no more than held their own with competing merchandise manufactured in distant cities. We did not believe that this was a logical situation or even a healthy one.

The first step was to put more intensive selling effort behind our presentation to South Bend jewelers, asking ourselves why it was that South Bend watches were not the featured watch in every jewelry store and making that condition a goal to shoot at.

We saw to it that local jewelers were kept especially well posted with regard to the dates when our national advertisements appeared and gave them every assistance and co-operation in trimming their windows to link up with our advertising. We ran local advertis-

ing campaigns in the South Bend newspapers and at the best watch selling seasons carried prominent outdoor displays.

All this had its effect and it wasn't long before we began to note an upward trend on the local sales chart. But all this time no particularly original angle was introduced into the campaign. It was just the regular run of publicity advertising.

Then it occurred to us that we already knew of scores of prominent South Bend men who owned and carried South Bend watches and took especial pride in showing and talking them to their friends. This suggested a variation of the old testimonial idea which we have developed into a most potent weapon for building up our local business and which we have now been using successfully for nearly two years.

The idea involved the insertion in each of our daily newspapers each week—always in a certain location on the same page—of a two-column, three and a half-inch advertisement bearing the heading: "Well-Known South Bend Men Who Own South Bend Watches," and then followed the name, occupation, business connections and club affiliations of some well-known owner.

Each advertisement was numbered, and as this number consecutively increases, it serves to impress people with the great



IT IS A DISTINCTION IN SOUTH BEND TO WEAR SOUTH BEND WATCHES

number of South Bend men who carry our timepieces. Proofs are run off each week and distributed to jewelry stores, where they are posted in mahogany frames which we furnish for the purpose. In addition to the small-space ads we run occasional ads of larger size in which we group a number of the names which have gone before.

To-day a South Bend man is about as likely to buy some other make of watch as a South Bend high school student is to root for an opposing football team. And if friend wife gives him a watch at birthday, anniversary or other gift time she wonders what number his biography will be.

There isn't a jewelry store in the city that doesn't handle South Bend watches and none to our knowledge that does not sell more of them than any other brand. Based on our sales in the city in 1920, were it possible to get equally intensive distribution all over the United States it would take a factory twenty times the size of our present plant to supply the demand.

### Appointment by New York "Tribune"

Harry R. Drummond has joined the staff of the New York *Tribune*. He will handle the promotion work of all departments. Mr. Drummond has been with the Rowland Advertising Agency, Inc., New York, and was previously with the *Editor and Publisher* and advertising manager of Bloomingdale Brothers, New York.

### Welch and Keyes with "Vogue"

Raymond Welch, recently with the Crowell Publishing Company, and before that with PRINTERS' INK, and George T. Keyes, formerly sales manager and vice-president of The Hoffman Specialty Company, maker of the Hoffman Valve, have joined the advertising staff of *Vogue*, New York.

### Wm. J. Betting with New York Printers

William J. Betting has withdrawn from Betting-Thompson-Madden, Inc., advertising agency of Minneapolis, and has joined the organization of the Wynkoop, Hallenbeck, Crawford Co., New York printers.

### Mears in New Cleveland Agency

Chas. W. Mears, William E. Richardson and Ralph E. Briggs have opened an advertising agency in Cleveland.

Mr. Mears entered the employ of the Winton Company, Cleveland, in 1903, and has been advertising manager as well as a member of the board of directors for many years. The newly organized agency will have charge of advertising the Winton motor car.

For two years Mr. Mears has taught advertising in the school that was started by the Cleveland Advertising Club, which is now known as the Western Reserve University extension course in advertising. During the war he wrote all the newspaper copy for Cleveland's Liberty Loan efforts.

Mr. Richardson has been with Lord & Thomas, Chicago, for fifteen years, having resigned as vice-president to become associated in the new agency.

Mr. Briggs has been engaged in advertising work for twenty years, as publishers' representative, magazine publisher and agency account executive.

### Joins Staff of International Harvester Company

J. H. Hursh, formerly with the Mac Martin Advertising Agency, Inc., Minneapolis, as service manager, has joined the advertising department of the International Harvester Company, Chicago, and will assist in the preparation of farm and trade paper advertising. Before entering agency work he was associate editor of *Farm Implement News* and *Pierce's Farm Weeklies*.

### Chicago Agencies Merge

The Chicago advertising agencies of Knowlton & Babcock, Inc., and Simmons Associates, Inc., have consolidated under the name of Simmons & Babcock, Inc., and will continue a general advertising agency business in that city. H. H. Simmons is president; Fred Hayes Babcock, vice-president; H. Z. Carr, secretary, and Paul A. Florian, Jr., treasurer.

### F. G. Roe Manager for Karle in New York

Charles L. MacLeod, for twelve years New York manager of the Karle Lithograph Company, Rochester, N. Y., has resigned and will engage in business for himself in California. He is succeeded by Franklin G. Roe, who has been assistant manager of the New York office for eight years.

### Edward C. Wright with New York "American"

Edward C. Wright has been made automobile manager of the New York *American*. Mr. Wright was recently business manager of *Motor*, New York.



City  
Population  
1,823,779



Separate  
Dwellings  
390,000

**I**F you were to ask most any intelligent Philadelphian how to make your advertising do you the most good in Philadelphia, the reply undoubtedly would be:

## **“Put it in The Bulletin”**

The name of The Bulletin is a household word in Philadelphia, and its circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania.

*Net paid daily average circulation for February:*

**“In  
Philadelphia  
nearly everybody  
reads the  
Bulletin”**

**509,062** copies  
a day

Breaking all its previous circulation records.

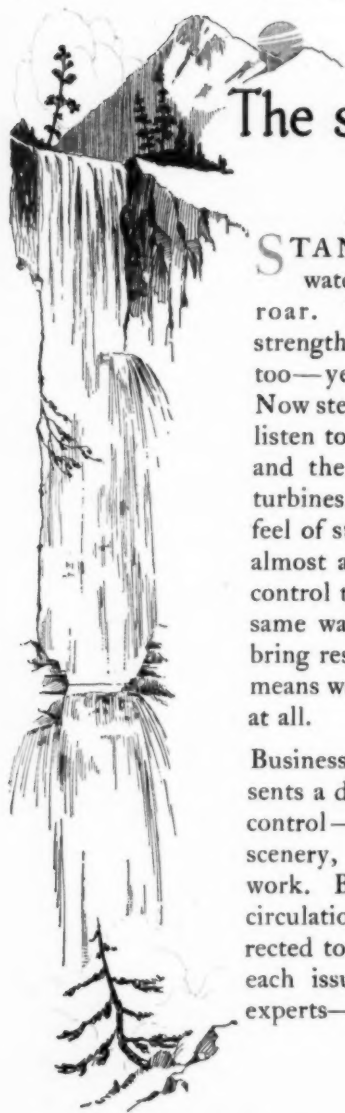
*The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.*

*No prize, premium, coupon, or other artificial methods of stimulating circulation have ever been used by The Bulletin.*

## **Dominate Philadelphia**

Create maximum impression at one cost by concentrating in the newspaper “nearly everybody” reads—

# **The Bulletin**



## The same water — but

STAND beside the falls and watch the rush and hear the roar. You get the feeling of strength and power—magnificence, too—yet wild and uncontrolled. Now step into the power house and listen to the hum of the generators and the steady purr of the great turbines. Here again you get the feel of strength and power; there's almost a reverence in its absolute control to human need. Yes, the same water—but one's *directed* to bring results—the other *undirected*, means wasted work with no results at all.

Business Paper advertising represents a directed force absolutely in control—without the splash and scenery, but prepared to do the work. Behind each issue stands circulation to a special trade directed to that field alone. Behind each issue, too, stands a staff of experts—field men and editors, the

THE ASSOCIATED BUSINESS PAPERS, INC.  
With 122 member papers reaching

highest salaried in the publishing business, directing its force to bigger business profits and greater work accomplished for human needs.

And advertising meshes in—a gear within a gear to bring results controlled to fill the selling need, and to bring them quickly, surely, wastelessly. Business Paper advertising means 100% utilization of advertising “power,” and its moderate cost permits continuity in its application.

The Associated Business Papers, Inc., can give you all available facts for using Business Paper space on a profitable basis; can help both the advertiser and agent develop his field and prove his facts.

**A.B.P.**

*“Member of The Associated Business Papers, Inc.”, means proven circulations, PLUS the highest standards in all other departments.*



Headquarters 220 West 42d Street - NEW YORK  
53 different fields of industry

# Turnover

We have passed through a period when sales were assured and big profits easy.

We are going through a period when competition is keen and profits much smaller.

What's the solution?

As the margin of profit narrows, markets must expand. As gains shrink, turnover must be more frequent.

Energetic, far-visioned business men have been quick to recognize that fact and to act upon it. What they have lost on shrinking profits they are making up on quickened turnover.

How? Through advertising—intensive, sale-stimulating, result-producing, business-getting advertising.

When you speak of turnover, you speak of sales. When you speak of sales, you speak of buyers. And when you speak of *Chicago* buyers you naturally speak of one newspaper that, through its more than 400,000 circulation, actually reaches over 1,200,000 of the dominating, Chicago buying public.

## The Daily News

*First in Chicago*

# Starting a Chain of Retail Stores

The Penney Plan, as an Example for Others to Follow

March 19, 1921.

Editor of **PRINTERS' INK**:

On account of being confronted with two perplexing problems, I am taking advantage of your generosity in asking you for help, but first want to apologize for the unusual.

I am contemplating a chain of high-class retail drug stores to be opened in the near future in cities of 100,000 or more population. These drug stores will also have fountains and delicatessen departments and the first store will be opened in our city.

I would like to know how we should go about, in obtaining a manager and an assistant. He should be able to present good references and be a merchandiser and have ability to open other stores. The matter of salary would be left to him and he would not be required to invest any capital, but on the other hand we would be willing to grant the right man stock gratuitously.

DR. IRWIN F. HUEBNER.

**DR. HUEBNER'S** inquiry brings up again the always important question. How to get the right kind of men is especially important to an organization which contemplates opening a chain of retail stores. Hard work, courtesy, selling ability, honesty and knowledge of the merchandise are essential for success. These qualities are not so common that men possessing them can be secured by the ordinary methods.

Since "ability to open other stores" is an essential, the Penney plan would seem best fitted to the doctor's requirements. This plan, described in detail in **PRINTERS' INK** of October 16, 1919, consists of picking at the start men who are potential partners, and then training them until they are actually able to open new stores in the chain. An advertisement along these lines is run:

**MEN WANTED**—Well established mercantile concern offers:

1. Long and continuous hours of work.
2. The work itself, hard, ceaseless, trying, testing.
3. The work drive, day in and day out.
4. And for it a small living salary, perhaps less than you are getting now.

The men who answer this sort of copy and go with the company through the later interview with Mr. Penney are men who are willing to forego present ease and money for a real future based upon earning capacity. As soon as Mr. Penney became an owner in the first little dry-goods store he said: "I will hire the kind of men who have the desire and the capacity to become my partners. These men at the start have certain qualities and I will look for these qualities in any man who wants to work with me. There will at the start be a clear understanding that as soon as he can prove the qualities of courage and determination and that he has the necessary business judgment, he will become my partner and profits will be paid him out of the earnings he has made."

## EXPANSION BEGINS IMMEDIATELY

Thus his first partner was encouraged to open another store, in which they placed one of their assistants as manager and partner. The first two furnished the necessary capital and took notes for it. This new man in turn opened another store and put in as partner and manager a man he had trained. Thus every incentive was continually given the man above to train, as soon as possible, the man immediately under him to become well enough versed in the business to open a store of his own. Thus also fear was banished from the business and the idea of "holding a man down" abolished. By the time this next man was trained and opened a store, Mr. Penney dropped out of this particular chain, and took interest in another chain started by managers he had trained. In this way the new partners always had a real third interest to work for. Each original partner continually started new sub-chains.

This Penney plan has now enabled one man to become the head of a concern operating over 300

retail stores in a short space from the time he was a clerk in a little country store in Wyoming. There is no patent on the method. There seems no good reason why someone can't apply the same idea to a chain of candy, drug or hardware stores.—[Ed. PRINTERS' INK.]

### Githens with F. Wesel Mfg. Company

Norman S. Githens, former assistant manager of publicity for the Mergenthaler Linotype Company, has become advertising manager of the F. Wesel Manufacturing Company, Brooklyn, manufacturer of printing, photo-engraving, electrotyping and stereotyping machinery and accessories.

For three years Mr. Githens was associated with several advertising agencies, and just before joining the Linotype staff was advertising manager of the Times Square Automobile Supply Company, New York.

### H. R. Fitch with Pathscope

H. Rea Fitch, who was production manager of the H. E. Lisan Advertising Agency, New York, will leave for England next week as special representative of the Pathscope company. He will also be engaged in special writing in England and on the Continent.

### With California Peach and Fig Growers

E. M. Boland has assumed charge of the newly organized publicity department of the California Peach and Fig Growers' Association, Fresno, Cal. Mr. Boland was previously with San Francisco newspapers.

### Kobbe Has Strohmeyer & Arpe Campaign

The Strohmeyer & Arpe Co., New York, manufacturer of Sascha Cocoanut Oil Shampoo, is planning an advertising campaign which will be handled by the Philip Kobbe Company, Inc., of that city.

### E. P. Cramer with Class Journal Co.

E. P. Cramer, formerly assistant manager of the sales promotion department of the Goodyear Tire & Rubber Co., Akron, O., is now with the Class Journal Co., New York.

### Clough Gets Bobbs-Merrill Account

The Bobbs-Merrill Publishing Company, of Indianapolis, has placed its advertising account with the John L. Clough Advertising Agency, Inc., of that city.

### Senator Edge Addresses New York Agency Council

Senator Walter E. Edge, of New Jersey, addressed the New York Council of the American Association of Advertising Agencies at its luncheon meeting last week.

His address dealt with the relation of government to business, the necessity for intelligent co-operation between them to restore the confidence and prosperity of the country, and the number of ways in which the present administration at Washington would be able to help bring business conditions through the present period of transition. Senator Edge said that Congress would, within ten days after it convenes on April 11, repeal the excess profits tax and inaugurate the budget system for government expenditures. Prosperity, he pointed out, is dependent upon employment, and employment is dependent upon a market, which makes it imperative to provide a tariff that will facilitate the exchange of commodities between this country and the nations of the world, and make it possible for the United States to utilize its four-billion-dollar merchant marine.

### Norval T. Hawkins Will Join General Motors

Norval T. Hawkins, who resigned as general sales manager of the Ford Motor Company, Detroit, in January, 1919, will join the General Motors Company at Detroit on April 1. Mr. Hawkins will be a member of this organization's advisory staff and will handle matters pertaining to sales advertising and service.

### Los Angeles Office for G. Logan Payne

G. Logan Payne, newspaper advertising representative, has opened a Pacific Coast office in Los Angeles. Milton F. Harris, formerly advertising manager for Armour & Co., of Chicago, is in charge.

### Join Erickson Agency

John Shea, recently with Stroud & Brown, Inc., New York, and Herbert Thompson, recently with The Philip Ritter Co., Inc., New York, have joined the staff of The Erickson Co., Inc., of that city, as account executives.

### J. H. Ford with New York "Tribune"

J. H. Ford, for the last two years manager of the advertising department of the Buffalo Commercial, is now associated with the New York Tribune as special agent.

Col. M. A. Aldrich, one of the founders of the Milwaukee Journal and later managing editor of the Boston Globe, Detroit Evening News and St. Louis Star, died in Chicago on March 26.

### Pacific Coast Representative of N. Y. "Evening Journal"

Arthur Booth, formerly with Botsford, Constantine & Tyler, Inc., Portland, Ore., advertising agency, has been appointed Pacific Coast representative of the New York Journal and the Boston American, with headquarters at Portland, Ore.

### Main Belting with Blackman Agency

The Main Belting Company, Philadelphia, Pa., maker of "Leviathan" and "Anaconda" belts for elevating, transmission and conveying purposes, is now placing its advertising through The Blackman Company, New York.

### Atlas Truck Account with Philadelphia Agency

The advertising of the Atlas Truck Corporation, York, Pa., is now being handled by The Eugene McGuckin Company, Philadelphia.

### Ladies' Night at the Sphinx Club

The Sphinx Club, New York, will observe its annual Ladies' Night April 12 at the Waldorf-Astoria.

### Silo Company Will Advertise

The Tecktonius Manufacturing Company, of Racine, Wis., manufacturer of the Tecktonius silo, has started out upon an advertising campaign involving the use of business paper, newspaper and farm paper space. The account will be handled by Henke, Inc., Chicago advertising agency. Another new account just acquired by this agency is that of the Jacobsen Manufacturing Company, of Racine, manufacturer of the Four-acre power lawn mower. The advertising will involve business papers, newspapers and direct by mail.

### Business Paper Campaigns from Cleveland

The Krichbaum-Liggett Company, Cleveland, has taken over the advertising accounts of The Warren Tool & Forge Co., of Warren, O., producer of hand tools; and the Reliance Gauge Column Co., of Cleveland, manufacturer of "Reliance" safety water columns and steam specialties. Both these accounts will use business paper space exclusively.

### C. M. Sheridan with "Hearst's International"

C. M. Sheridan, formerly in charge of advertising for the American Social Hygiene Association, is now in charge of promotion for the advertising department of *Hearst's International*, New York.

## The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



## Newspaper, Magazine and Street Car Advertising

### Publicity and Merchandising Counsel

# An Opinion "By Request"

Upon a Topic That May Interest Other Associations

NEW ENGLAND PURCHASING AGENTS  
ASSOCIATION, INC.

BOSTON, MARCH 21, 1921.

Editor of PRINTERS' INK:

We are mailing your under separate cover a copy of the "New England Purchaser," the official magazine of the New England Purchasing Agents Association.

Any criticism or comment you may care to make after a perusal of the magazine would be greatly appreciated.

ARNOLD H. MURRAY,

Editor, "N. E. Purchaser."

WE think it can be taken for granted that any member of the New England Purchasing Agents Association would indignantly expel from his office the representative of a coal company, or a manufacturer of materials, who accompanied his solicitation with \$100 in banknotes. It is safe to assert, furthermore, that the Association itself would expel from its ranks any member who was found guilty of approaching a vendor with the suggestion that his "influence" could be obtained for a financial consideration. Those assertions appear to be self-evident. But if we may judge from the copy of the official magazine which has been sent to us, the New England purchasing agents are quite willing to accept money from vendors for advertising space, thirteen pages out of a total of 24 (including covers) being occupied with advertisements of coal, paint, packing-cases, brick and so on. And presumably any profits from the undertaking ultimately find their way into the pockets of the stockholders, since the Association is incorporated.

It is our frank opinion, since an opinion is specifically requested, that an enterprise of this character is quite unjustifiable, particularly so when it is conducted by men entrusted with the spending of other people's money.

For it is worthy of notice that this advertising either has influence in determining the purchases made by members of the Associa-

tion or it has none. If it has, it merely interposes an intermediary who passes along the cash. If it has none, what is the advertiser's money buying?

We neither assume nor suggest that there is any suspicion of blackmail in connection with the solicitation of these advertisements. But the opportunity for blackmail is so apparent that unless the Association is particularly fortunate in its solicitors it is sooner or later likely to find itself well smeared with something that smells like extortion. This is true, to a greater or less degree, with all "official organs" of this general character. And as suggested above, the purchasing agent of all people should keep himself, like Caesar's wife, above reproach. —[Ed. PRINTERS' INK.]

## Damages Awarded in Macy-Victor Suit

The suit for triple damages under the Sherman Anti-Trust Act brought by R. H. Macy & Co., Inc., of New York, against the Victor Talking Machine Company terminated March 25 in a verdict awarding the complainant \$49,698 together with counsel fees. The suit was for an aggregate sum of \$570,000, and by the rule of triple damages the verdict amounts to \$149,094. The Victor company will appeal.

This action grows out of the suit brought by the Victor company against R. H. Macy & Co., in 1914, for violation of its patent rights in cutting prices on talking machines and records. During the three years which elapsed before final adjudication of that case, the Victor company refused to sell its goods to Macy, and the damages claimed in the present suit are alleged to have been sustained by reason of that refusal.

## Joins Detroit Advertisers' Bureau

Captain F. M. Langdon has recently joined The Advertisers Bureau of Detroit.

Prior to the war, in which he served as an officer in the Motor Transport Corps, he was for five years the assistant in the advertising department of the Cadillac Motor Car Company.

Since being discharged from the army he has been with the Lalley Light Corporation doing sales promotion work.





# Stuck!

INDIFFERENCE on the part of the buying public will hold your product on the retailer's shelves just as firmly and securely as if it was nailed there.

Nothing is gained by getting your package in the retail stores unless there is a regular consumer demand that will start a flow of your merchandise off the shelves.

Dominant newspaper advertising, made possible by concentrating your copy in such dominant newspapers as The News, will create a real consumer demand for your products.

*Send for the Book*

*"Does Newspaper Co-operation Mean Anything?"*

## THE INDIANAPOLIS NEWS

New York Office  
DAN A. CARROLL  
150 Nassau Street

FRANK T. CARROLL  
Advertising Manager

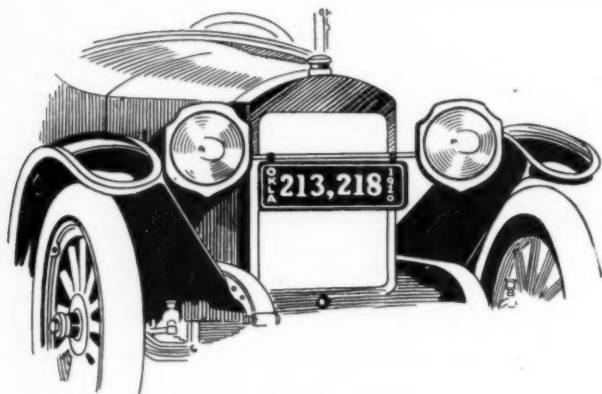
Chicago Office  
J. E. LUTZ  
First National Bank Bldg.

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USE NEWSPAPERS ON A THREE-YEAR BASIS

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# The OKLAHOMA



## Oklahoma Shows 40.6% Gain in Motor Vehicles

Oklahoma's growing prosperity is indicated very forcibly by the large gain in the number of motor vehicles within the last year—a total of 213,218 in 1920, against only 144,500 in 1919—representing an increase of 40.6%. Comparing this gain of 40.6% with the average gain for the United States of only 22.2% shows the relative prosperity of Oklahoma, and indicates the opportunity here for profitable sales development.

Oklahoma is a worth-while market for manufacturers and distributors in practically all lines.

MAKE EACH OF OKLAHOMA'S R

# A DAILY LEAGUE

And 75 to 80% of Oklahoma's large buying power is concentrated in the market centers represented by the Oklahoma Daily League newspapers listed below. Advertise **LOCALLY** in each of these important trade centers to get your full share of business from rich Oklahoma. No other method of advertising will really do justice to Oklahoma's immense possibilities. Up-to-date market information furnished on request.

## OKLAHOMA DAILY LEAGUE

Address: Tribune Bldg., Tulsa, Okla.

### MEMBERS:

Bartlesville Examiner	McAlester News-Capital	Oklahoma News
Enid News	Muskogee Phoenix	Shawnee News
Lawton Constitution	Muskogee Times-Democrat	Tulsa Tribune
Lawton News		Tulsa World

### SPECIAL REPRESENTATIVES:

The above Oklahoma Daily League newspapers are represented individually by the following "Specials":

John M. Branham Co.	Finucan & McClure	Payne, Burns & Smith
Bryant, Griffith & Brunson	Ford-Parsons Co.	Scripps Newspapers
	E. Katz Agency	S. C. Thies Co.
Oscar G. Davies	G. Logan Payne Co.	Robert E. Ward
Robert E. Douglas	Frank R. Northrup	Wm. D. Ward

# A'S RICH MARKETS PAY YOU

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*Try it out in Representative Milwaukee*

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## Getting Into the Corners

Nowadays the business outlook demands that your advertising be thorough.

It must get into the corners—every corner—of the field it is to cover.

The Journal not only reaches to 4 out of every 5 of the English-speaking people in Milwaukee, but it goes into every county in Wisconsin. It digs into the corners.

No other advertising medium in the world covers this rich territory as thoroughly, effectively, economically as—

## *The Milwaukee Journal*

HARRY J. GRANT, Pub.    R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York   Chicago   San Francisco

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# Acceptable "Helps" That Were Sold to Jobbers' Salesmen

Unusual Slant Given Letters Creates So Much Interest That Other Literature Is Studied

By Donald MacLean

HOW often have you felt that your jobbers and jobbers' salesmen were not well enough acquainted with your products, their merits and how to sell them? You may have felt so slightly acquainted with these sales forces that there was little that you could do to reach them in a helpful way. That expressed the sentiment of the Federal Miniature Lamp Division of the National Lamp Works of the General Electric Company a short time ago.

Four lines of information were thought to be necessary to make the jobbers' salesmen efficiently familiar with miniature lamps. All the information necessary was at hand in printed form, but to transfer that information from the printed pages to an easily available crevice in the salesman's brain required a bit of juggling that has been the despair of many an advertising and sales manager. "If they would only read!"—but without an extra inducement they won't.

This is a story of how the Federal successfully supplied the inducement.

First, the proposition was put before the jobber sales manager. It was to send out a series of letters intended: 1, to give the salesmen information that would lead to a better understanding of this particular line and thus be a real sales help; 2, bring out the fact that recent standardization in respect to types and sizes had wonderfully simplified what before may have been considered a complicated sales proposition; 3, point out the most promising fields for profitable sales effort; 4, suggest ways of developing these fields. The sales managers enthusiastically co-operated.

A special letterhead was prepared. At the top was the imita-

tion of a ranch sign on a board from a box cover. "Oval-F Ranch, Roundup Headquarters," with the address was printed upon the board. At the bottom was a line illustration in three colors showing two cowboys roping a steer. The letter, which was headed "Roundup Time," introduced the writer by stating that in a conversation with "your boss" it had been arranged that he should write the wholesalers' and jobbers' salesmen direct whenever he had anything that would help toward more sales. The letter also stated the plan had been adopted of using the "cowpuncher lingo" to avoid the old, hackneyed lamp language that had been used so long that "it takes all the pep out of perfectly good sales hunches."

The second letterhead differed from the first only in the illustration at the bottom. This one showed a bunch of cowboys around a fire. Each succeeding letter had a different illustration. The heading for the second letter was "The Oval-F Brand." Before it was mailed a booklet was sent, upon the cover of which was the picture of a lead-pencil in colors with the title, "The Oval-F Branding Iron." This booklet gave a description of the company's factories, and was supposed to sell the idea of its manufacturing facilities.

## DOWN OUT OF THE PULPIT FOR MAN-TO-MAN TALK

The purpose of this letter was to get that booklet read. It started with a little good-natured patter about connecting up with a first-class outfit, and expressed the utmost confidence in the recipient of the letter as being the kind of "fancy rider and roper" who would round up his share of the

business. The letter mentioned the booklet, and asked that it be read. A heart-and-soul belief in the firm that makes the product raises salesmen's enthusiasm and reduces sales resistance. "That is why I want you to know something about the Oval-F outfit," it concluded.

Reading a firm's literature when it is referred to as the ranch's "branding iron," seems so much more seductive than calling it "aids to sales," or giving it other conventional titles!

The third letter, which conveys the spirit of the series and is a good example of the diction, was written on a letterhead which had a "chuck wagon" illustrated in colors at the bottom. Its purpose also was to make the Mazda advertising campaign look like appetizing reading. It read:

**"COME AND GET IT"**

Dear Pardner:—

When the boys begin to drift into camp long about sun down, after a spell, Old Sour Dough over by the chuck wagon hollers, Come and get it. And those cow gents sure do start a stampede because nothing that lives gets hungrier than a fellow after he has been riding all day after wilful-minded cows.

I hope you are just as hungry, because the grub is ready. By which, I mean advertising and sales help that make it easy to sell Federal Mazda auto lamps.

There's no need for me to try and describe it to you—it's all in the menu which I am mailing under separate cover—it's called "Flag the Passing Dollars."

Just pick out what suits your appetite and dig in, because this is the stuff that gives you the pep to round-up more lamp business than you've yet dreamed of.

Mazdafully yours,

H. D. LAIDLEY

Foreman, Oval F.

The succeeding letter, with its scene of fencing the ranch, is too long to reproduce here, but its contents are indicated by the opening paragraphs. The last ones described the magazine advertising.

**FENCING THE RANGE**

Dear Pardner:—

Years ago the cattle ran free all over counties and states and when round-up time came each ranch outfit took all the cattle they could find with their own brand and then slapped the old branding iron on every unbranded critter in sight.

That was fair enough, but a lot of ornery sons-of-guns weren't particular about brands at all and they took anything and everything, even altering old brands wherever embarrassing questions could be avoided later on.

Finally it came to a point where each ranch had to fence in its own range.

Something like this also happened years ago in the lamp business, but then as now the Oval F together with National Mazda as a whole was by far the biggest outfit, and we fenced in some range.

The Mazda advertising was the fences, which were being made "higher and stronger and more frequent so as to make it easier for you to find lamp sales prospects and corral them." Such fences keep the customers inside and the rustlers outside the field that is well advertised.

The national advertising was adequately and interestingly dealt with in the same style while a more extended book was sold to the salesmen with another letter—the illustration for which was of a tenderfoot being thrown from a bronco:

**NO PLACE FOR A TENDERFOOT**

Dear Pardner:—

The poor tenderfoot who tries to mix up in the business end of a round-up is likely to get bumped off, bucked off, tramped on and otherwise mutilated.

Even the old hand wants a bronc that he can depend upon to do the many things that are second nature to a good cow-horse.

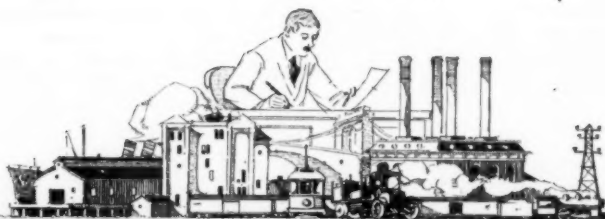
Now, I'm sending you a little book that tells how to handle Oval F brand lamps. It's easy to read and is based on true and tried sales experience. This is your bronc—one of the aids you need for the sales round-up.

Won't you go out behind the barn and get acquainted with this book? The knowledge it contains can't hurt you, and it may help your sales, maybe immediately, certainly in the long run.

Further ideas in selling which I'm going to ease to you are all built up and out from this book, like putting a saddle on a horse.

Here's wishing you luck.

There were twelve letters in all, and an extra mailing piece preceded most of them. They must have been read, for W. E. Underhill, of the publicity department, writing of the campaign, states that "about a hundred communications were received at this office congratulating us on the plan." All were enthusiastic over the series and some agents and job-



## The Man Behind the Scenes of Industry

Your doctor—lawyer—tailor—barber; his service is direct and personal, hence you visualize it in terms of an individual.

But who is your engineer?

The man who furnishes the complex service-equipment so essential to modern civilization—the man behind the scenes of industry—you seldom know personally. His service, you visualize in terms of mammoth corporations.

### The Eleven McGraw-Hill Engineering Publications

are read by that great body of men who build, operate and control the basic engineering industries.

#### McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street  
New York

*Member of the Associated  
Business Papers, Inc.*

Power  
Coal Age  
Electrical World  
American Machinist  
Ingenieria Internacional  
Electrical Merchandising  
Electric Railway Journal  
Engineering News-Record  
Engineering and Mining Journal  
Chemical and Metallurgical Engineering  
Journal of Electricity and Western Industry

bing houses even went so far as to ask for more. One stated in the same parlance as that used in the series, "It certainly carries a punch that knocks them dead. To tell you the facts, it has the reader roped, thrown and hog-tied to a finish."

Others commented on the fact that the series had "put pep into the boys," and "had made the salesmen familiar with the Federal lamps and their advertising." One jobbing house stated that its salesmen "are now talking Federal Miniature Lamps instead of just lamps." Responses of that kind to dealer helps are in striking contrast to the vast silence, "prolonged and unbroken," that so often follows the mailing of an expensive lot of advertising material prepared for distributors.

The definite objective of the series was to get the firm's advertising and selling helps read. The evidence seems conclusive that the objective was "taken."

Besides the novelty of the idea and of the dialect which was adopted, there was a human approach which was appealing. The ready conviction of the reader was that the writer knew something of ranch life. There was also a sympathetic undercurrent, emphasized by the parlance of the ranch, that the writer knew something about the salesman's problems and difficulties.

That feeling of understanding and sympathy is always welcomed by the salesman. "Too much of the stuff they send us," as one salesman expressed it, "is just like so much hot air handed down by a superior being who could never bring himself to the vulgar road life, but proposes to tell us just how to get business. If they want me to read their letters they've got to show me that they know enough about my job to talk cases. I'm too busy to read a lot of theories, and I just won't take orders from some man who wants to put extra pressure on me to sell his stuff."

H. N. Cromwell, formerly advertising manager of the Canada Starch Co., has been appointed Montreal manager of the Standard Lithographing Co., Inc.

## "Dry Goods Economist" Wants "Truth in Advertising"

The *Dry Goods Economist* has urged retailers throughout the country to work for State laws against false and misleading advertising and to endeavor to have a local Better Business Bureau established. In making the appeal this publication shows how the Better Business Bureau of Indianapolis, when it was forced to prosecute a merchant of that city under the Indiana law against fraudulent advertising, which is the **PRINTERS' INK Model Statute**, made a better merchant of the offender. It relates the incident in the following manner:

"The unprincipled or shortsighted merchant in the case we have in mind purchased a stock of goods from the receiver in bankruptcy. He then stretched across the front of his store a muslin sign reading: 'Bankrupt Sale.' This sign further declared that 'the entire stock must be closed out in thirty days.'"

"The impression was thus created among the public that the merchant was bankrupt and that his entire stock must be closed out quickly, whereas the fact was that the sale covered only the stock he had purchased from a bankrupt."

"The Better Business Bureau of Indianapolis called the merchant's attention to the misleading nature of this advertising and he promised to take down the sign. He failed to keep his promise, however; so the bureau filed an affidavit charging him with violation of the State law against fraudulent advertising. On trial the court found the merchant guilty as charged and imposed a fine of \$10 and costs. Counsel for the defendant announced that the case would be appealed. No appeal was taken, however, and the fine was paid."

"Perhaps the most gratifying result of the prosecution was this: that the merchant subsequently went to the Better Business Bureau and expressed his desire to co-operate with its efforts for truth in advertising in Indianapolis. This offer was accepted and the merchant is now one of the Bureau's members."

## W. R. Parker Joins Albert Frank & Co.

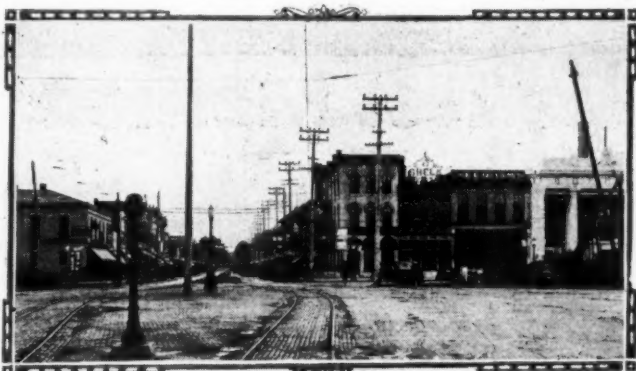
Will Rogers Parker, formerly account executive with Fuller & Smith, Cleveland, is now with Albert Frank & Company, New York, in a similar capacity. He was for five years with The H. K. McCann Company's San Francisco office as account executive and production manager, and for four years with the J. Walter Thompson Co. in Boston.

## To Advertise Marine Motors

Giern & Anholtt, machine tool manufacturer of Detroit, are about to begin the production of marine motors, specializing on an outboard detachable motor.

Brooke, Smith & French, Inc., of Detroit, will be in charge of an advertising campaign soon to begin.





## ***"Star" Lights on Indiana — Shining on Shelbyville***

Shelbyville, a prosperous and thriving city of some 10,000 inhabitants, is located thirty miles from Indianapolis on the main line of the Big Four and Pennsylvania railroads.

Shelbyville is an exceptionally stable city, due to its many diversified manufacturing plants. It is also essentially a home city, its residences being nearly all of the one-story type of dwelling. Its population is 98% native white and 84% of them are owners of their own homes.

Shelbyville has two excellent daily newspapers, yet 675 daily and 1,050 Sunday Stars are sold in the city proper, while Shelby County, of which Shelbyville is the county seat, takes 1,739 daily and 1,050 Sunday copies of The Indianapolis Star.

It is the progressive, forward-looking citizens of Shelbyville who are Star readers, as in all Indiana cities. Data gathered from 28 cities in a 75-mile radius of Indianapolis show that one out of every five business and professional men read

## **The Indianapolis Star**

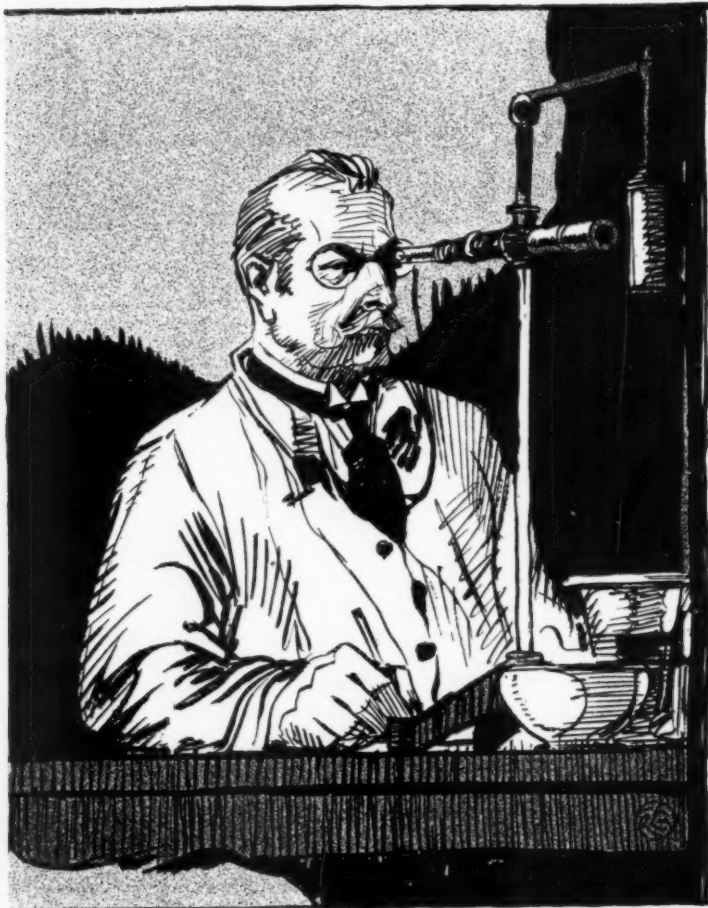
***Largest Morning and Sunday Circulation in Indiana***

***Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York***

***Western Representative: John Glass, Peoples Gas Bldg., Chicago***

**ONE OF THE SHAFFER GROUP OF NEWSPAPERS**

# The Test Method in



**Audit Bureau**  
202 South State Street • Chicago

# Buying Circulation

Not bulk alone, but heat units, is what the scientific coal buyer insists upon having.

The same problem confronts you when you begin to buy white space.

In addition to Net Paid Circulation you want to know about where the publication circulates; what is paid for it; how its readers regard it; the purchasing power of its readers; and its influence.

Audit Bureau Circulation Reports give you most of this information in carefully audited figures and statements. That is why a study of A. B. C. reports pays.

If you take the Publisher's Statement, the Auditor's Report and a copy of the publication and examine them thoroughly, you'll find that space buying is simplified, because the information contained in A. B. C. reports is accurate and informative.

You get a mental picture of the publication, its subscribers, and the people it serves.

The data by which to judge is on the *inside* pages of A. B. C. reports.

It is not enough to be satisfied with a glance at the figures alone. Study their meaning and the *full import* of every paragraph on the reports, as well. It is the most dependable test for the true value of white space.

**of Circulations**  
· 347 Fifth Avenue · New York



## —how do you figure

net profit advertising?

A. uses only national mediums. His total annual volume is large. He sells in every state, but receives only a small share of the possible business, and none at all in many places where his advertising circulates.

B. uses only daily Newspapers. His total annual volume is the same as A.'s. But B. sells only in a few nearby states. He receives close to the largest possible share of the business in every city. He buys no advertising where he has no distribution, but extends both gradually with a view to national sales.

On the basis of net profit, do you vote for A. or B.?

**Invest in Newspaper Advertising**

**E. Katz Special Advertising Agency**

Established 1888

**Publishers' Representatives**

Chicago  
Kansas City

New York

Atlanta  
San Francisco

# A Church Advertisement That Interested Business Men

In Search of a List of Nearby Families That Have No Church Connection

THERE appeared in certain New York newspapers last week a church advertisement that excited unusual interest. It claimed the attention of business men. The idea that a church should advertise has generally met with the approbation of business men. Yet often in the same voice they have expressed disappointment with the form in which churches have carried out the idea.

Very likely this particular advertisement, inserted by the Marble Collegiate Church, claimed attention because it was the result of

that the number of persons regularly attending the services and taking part in the activities is small. Every large city in this country has churches which have the same problem.

This New York church some time ago listed every boarding house and hotel in its neighborhood. To these boarding houses and hotels it has been sending every Saturday of the year a stated quantity of a booklet that is a weekly calendar of the church and a reprint of the sermon preached the previous Sunday. This form of advertising has been resultful in bringing strangers to the church, and in a way has brought the church to the stranger.

The newspaper advertisement referred to, the signer, H. A. Kinports, director of church activities, says PRINTERS' INK, was written for the purpose of reaching families and individuals permanently residing in the neighborhood. "We might not be reaching in hotels and boarding houses all of the people we could serve and who might be part of our permanent congregation," he said. "We thought that our calendar for Easter Week was especially beautiful and interesting and would be of benefit to many, and by advertising it we might obtain the names of these people. We intend to make a follow-up list of the people who write for the Easter Calendar, and to send them copies of the regular weekly calendar. But in no case, unless a request is specifically made, do we intend to make personal calls. We feel that such a course would be obnoxious."

When Mr. Kinports was told by a PRINTERS' INK representative that a business man had called his attention to the advertisement he replied that he had been surprised by the interest business men had taken in it.

*IF YOU RESIDE between Washington Square and Fifty-ninth Street, East or West, and are not a member of any church in New York, will you send me your name and address and allow me to mail you, without cost to you, the beautiful souvenir booklet of the Easter Sunday Service at Marble Collegiate Church, Fifth Ave. and 29th Street?*

**H. A. KINPORTS**

**1 West 29th Street, N. Y.**

CHURCH ADVERTISES TO GET MAILING LIST

study and struggle with the particular problem of this church.

Standing at Fifth Avenue and Twenty-ninth Street, the Marble Collegiate Church has seen its neighborhood gradually change in character from residential to commercial. The pastor, Dr. David James Burrell, who has been the head of the church since 1891, puts it this way: "The centrifugal drift of the residential population has made this distinctively a 'downtown' church."

For a church such a change in a neighborhood inevitably means

## Exclusive Dealers or an Open Market?

PACIFIC STATES ELECTRIC COMPANY

SAN FRANCISCO, March 18, 1921.

Editor of PRINTERS' INK:

In order to get proper distribution for electric washing machines, ironing machines and vacuum cleaners, does experience prove that it is best to operate through several or many dealers in any given locality, rather than to give exclusive agencies for given territories, or does experience prove exclusive agencies insure greater and more satisfactory distribution?

In addition to giving me any advice you may, I would appreciate having the names of sales or advertising managers who you believe could answer this question, or at least who could give me the benefit of their views on such a subject.

M. T. DOLMAN,

*Mgr. Sales Promotion.*

AS is so often the case, experience is somewhat oracular—that is to say, ambiguous—when it comes to deciding whether exclusive dealers or an open market is “best” for products of this general character. Manufacturer A has succeeded by one method, while Manufacturer B is equally successful in pursuing the other. Then comes Manufacturer C, who has no serious difficulty in handling a combination of both! Also, sad to relate, there are manufacturers who have fallen short of success under the same variety of conditions.

Generally speaking, the terms on which the product is sold, both to dealers and to users, have a good deal to do with the choice of method. If a large cash investment is required on the part of the dealer, it is necessary to pick dealers with care, and frequently exclusive agency agreements are demanded. If, on the other hand, the manufacturer is willing and able to defer payments over a considerable period, he can afford to take on more dealers for the sake of wider representation. It is not unusual to say to a dealer, “As long as you keep your stock (or your sales) up to a certain figure, you can have the exclusive agency for your town, or your territory.

But if you fall below your quota we shall consider ourselves at liberty to take on other dealers.”

The advantages and disadvantages of exclusive dealer representation are pretty evenly balanced. The main requirement is to see that he keeps enough of his own money invested to prevent his going to sleep on the job. It is also important to have it understood at the start that his sales must keep pace with the increase of buying power in his territory, or it will be divided. Above all, it is necessary to play fair—to adopt a clear-cut policy and stick to it. Many dealers tell us that they are “gun shy” when it comes to household-appliance business, because so many manufacturers have played fast and loose with the trade and pursued a wobbly policy.—[Ed. PRINTERS' INK.

## Texas Has Fraudulent Advertising Law

A bill against fraudulent advertising, based upon PRINTERS' INK Model Statute, has been signed by the governor of Texas.

This new law of Texas contains a modifying clause reading, “which . . . is known . . . or could have been known by use of reasonable diligence or inquiry to be untrue,” in place of the more commonly used modification “knowingly.”

The National Vigilance Committee of the Associated Advertising Clubs of the World hopes that the courts will not construe this modifying clause as the equivalent of “knowingly.”

## Architects Accept Lumbermen's Advertised Challenge

The Lumbermen's Association of Chicago ran page advertisements in the newspapers denying assertions made by the Illinois Society of Architects that lumber prices had increased more than 150 per cent. The architects were challenged to prove their assertions, the lumbermen offering to give \$1,000 to a charitable organization if this could be done. The architects accepted the challenge made in the advertising and informed the lumbermen that they would submit to a committee data designed to prove their charges.

## C. D. Freeman with “Good Housekeeping”

C. D. Freeman, formerly with *Leslie's Weekly* and the *Outlook*, has been added to the staff of the Chicago office of *Good Housekeeping*, New York.

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# 580 Miles of Improved Paved Streets

☞ Baltimore, with an area of 92 square miles, of which 13 square miles are water, has 580 miles of improved paved streets.

☞ Ten years ago, there were less than 100 miles of improved paved streets in the city.

☞ During the past ten years Maryland's big city has grown steadily and this growth is reflected in *The Sunpapers*, whose net paid daily circulation (morning and evening) now exceeds **210,000**.

☞ Ask our Service Department for data on the great Baltimore market.

## Everything In Baltimore Revolves Around **THE SUN**

**Morning**

**Evening**

**Sunday**

JOHN B. WOODWARD  
Times Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

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**Baltimoreans Don't Say "Newspaper"**  
**—They Say "Sunpaper"**

# Giving Money Back with a Smile

A Guarantee Grudgingly Complied with Is a Good-Will Loser

WHEN buyers took anything they could get, and were glad to get anything, there was not much demand to make good on guarantees. But now that the normal buyers' market again prevails, guarantees will be enforced with exactness. And good-will, almost beyond calculation, will be preserved or lost in the way that promises are fulfilled.

It is not enough that the letter of the guarantee is lived up to; the way in which it is complied with will have more effect in holding or driving away the customer than the payment of the actual amount involved. Two or three cases bear concrete evidence.

Recently a man from the Pacific Coast came to New York to live. He brought with him a new suit of clothes, of a brand nationally advertised and liberally guaranteed. They did not prove satisfactory. Complaint was made to the manufacturer. They acknowledged the letter and advised the writer that if he would send the suit to them, they would "take the matter up" with the retailer who sold it. Having just been to the expense of moving across the country the man did not want to invest in another suit, which he would have had to do, if he returned the suit to the manufacturer. He paid a tailor a few dollars to have it repaired and wore it out. Although he had worn that brand of clothes for years he will never buy another garment of that manufacturer's make. More than that, he often uses this experience as an illustration of how trade is lost in speaking before clubs and associations on advertising.

A similar case was that of a New York store which sold a man a suit of clothes which required some alterations, after which it was to be sent to him in a Western State. He expressed apprehension that the suit might

not fit, but was assured that there was no danger, and reassured that if he was not altogether satisfied his money would be returned.

When the suit reached him, it failed to fit. In answer to his suggestion that he be allowed to take it to a tailor for further remodeling and send the bill to them, the store gave an evasive answer. Needing the suit, he took it to a tailor, but was told that the material was so poor that it was not worth fixing. He reported that to the store, and again was given an evasive answer. Now it happens that this man was an extensive traveler, and a speaker before business associations and clubs. He made this experience the text for a little sermon, and repeated it so often and over such a wide territory that the store is said to have heard from it from more than half of the States in the Union.

Of course, not every customer will be a public speaker. But every one has his friends, and every one when wronged feels justified in retaliating by "airing his grievance." Aside from any moral obligation, the damage done by an aggrieved customer, may amount to vastly more than the cost of making a satisfactory settlement. Then the amount of good advertising that any customer may do for a firm can easily be underestimated.

## A GUARANTEE WITHOUT RED TAPE

An example is that of another clothing company which had a complaint from a man in the State of Washington. He had bought the suit while traveling and was not in a position to take it up directly with the retailer from whom he bought it. He wrote to the manufacturer and promptly received an answer advising him to go to any one of the factory's representatives—and those nearest him were listed—with the letter and he would be given satisfaction. The first place he called,



Another attractive campaign for Woodbury's facial soap has been placed in The Minneapolis Tribune for the Andrew Jergens Company, by the J. Walter Thompson Company.

Picard & Company has sent The Minneapolis Tribune a schedule for Lion collars from the United Shirt & Collar Company.

The Minneapolis Tribune is in receipt of a schedule from the Mitchell-Faust Agency for the Berkey & Gay Furniture Co., to run Sundays from April 3 to May 8.

The Holt Manufacturing Co.'s Caterpillar Tractors are being advertised exclusively in The Minneapolis Tribune. A series of ten ads, each 500 lines in size, has been scheduled for consecutive Sundays by the Erwin & Wasey Co. Unusually strong copy features this campaign. The Holt Caterpillar Tractor is the one adopted by the United States War Department. It had its inception in Minneapolis and has just recently returned to the city by the establishment of a Northwest agency in charge of Joe Gjertsen, a dealer of wide experience in the automotive line. There is a big field here for the caterpillar tractor, not only on the farms, but in connection with the \$100,000,000 road building program of Minnesota.

The Davis & Armstrong Agency, of Minneapolis, has placed with The Minneapolis Tribune a series of attractive advertisements for S. H. Holstad & Co., of Minneapolis, featuring that firm's coffee.

Seasonable, well-written and well-illustrated copy is being carried in The Minneapolis Tribune on its poultry page by the G. E. Conkey Co. This advertising is placed by the Rogers & Smith Agency.

The Cornell Wood Products Company's wallboard is being advertised to the people of the Northwest through The Minneapolis Sunday Tribune. Copy and schedule come from Van Patten, Inc., and is of a size large enough to attract attention, which, coupled with strong illustrations and convincing text, should make this campaign particularly successful.

The Federal Advertising Agency has sent The Minneapolis Tribune a Sunday order for D. E. Sicher & Co. comprising five 300-line advertisements.

La Asora cigars are being featured in The Minneapolis Tribune with remarkably strong selling copy by the Consolidated Cigar Corporation. This schedule is placed by Theo. F. MacManus Agency, Inc. The ads are large enough to command attention, striking illustrations are used, with short, snappy text, and the campaign is bound to attract much favorable attention.

The Ross-Gould Advertising Agency has placed a till-forbid order with The Minneapolis Tribune for the Lichty Specialty Company. Small, but forceful, copy is being run each Sunday.

A campaign closing November 9 is being run in The Minneapolis Tribune by The Wahl Company for its Eversharp pencils. Artistically illustrated copy, carrying out the Eversharp pencil idea, characterizes this copy, which was prepared and is being placed by the Erwin & Wasey Company.

Kirk's Cocoa Hardwater Castile Soap is being introduced to the Northwest by a series of well-written and strongly-displayed advertisements carried in The Minneapolis Tribune by James S. Kirk & Co. Copy and schedule come from the E. H. Clarke Advertising Agency, of Chicago.

Member A.D.C.

## The Minneapolis Tribune

Is the oldest and best daily Newspaper published in Minneapolis.

Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.

Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.

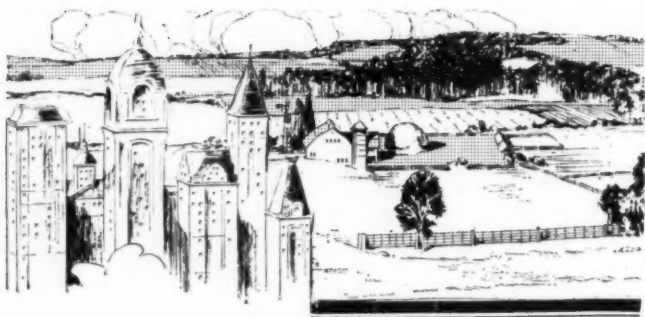
Has the largest home carrier circulation

**FIRST**  
in its  
City

**FIRST**  
in its  
State

**FIRST**  
in its  
Federal  
Reserve  
District





## *What's Behind the Skyscrapers?*

What keeps the thousands of offices and their executives on the job? What makes the mills go—the mills that fill the orders of these tall monuments of industry?

Not alone the needs of the city consumers, not the fluctuating whims of metropolitan trade—but the tremendous demand of the *millions who live on farms*, the backbone of our nation.

These are the people who have the money to spend. The farmer of *today* knows what he wants and he's going to get it. He is a keener reader and better judge of what he reads than ever before.

If you want to sell your goods to this immense, discriminating class of ready buyers, you've got to talk directly to them—you've got to go to the Court of Last Resort—*right into the farm home.*

And the most economical way to do it—at the lowest cost per thousand *homes*—is by means of FARM AND HOME.

FARM AND HOME readers take the paper because they really want it, and they keep on renewing their subscriptions—largest percentage of renewals of any *national* farm paper. Reaches over 650,000 real farm homes, where they're buying everything from tires to toothbrushes—somebody's—and they're ready to hear about yours.

Bear in mind that *right now* is the time to go *back to the farm with your advertising*, back to this big profitable field behind the skyscrapers.

FARM AND HOME will take you there.

Let us send you "Inside Stuff"—four-page house organette—nutritious, but not heavy.



*The National Magazine of Rural Life*

**PHELPS PUBLISHING CO., Publishers**

DAVID R. OSBORNE, Advertising Manager

**SPRINGFIELD, MASS.**

30 North Michigan Avenue, Chicago

461 Fourth Avenue, New York

Oneida Building, Minneapolis, Minn.

his suit was examined, pronounced defective, and he was given a new one, the bill for which was sent to the manufacturer.

The store reproduced the letter from the factory in its advertising, and told the whole story. All in all the store spent nearly \$500 in advertising that particular transaction. Then the following year the man who had made the complaint was elected to a State office. He was so pleased with the treatment he had been given, that he went out of his way to buy that same brand of clothes, and told the story to a number of different retailers. As he was so well known, the incident was seized upon as good "selling talk," and the story was told hundreds of times by clerks.

If you are going to give the money back, do it with a smile—otherwise it is not worth doing. A "satisfied customer" may be the best advertisement; and again, the dissatisfied customer may be the most aggressive advertiser.

## Trade Names Used as Generic Terms

WALES ADVERTISING CO.  
NEW YORK, March 15, 1921.

Editor of PRINTERS' INK:

Have you any data regarding the methods adopted by manufacturers making a trade-marked product of which the trade-name has come to be taken as a generic name for that particular style?

Examples are Yale Locks, B. V. D. Underwear, and Kodak.

In each of the above-mentioned instances the trade has been known to represent other articles as being "B. V. D. style," and similar examples in which the name of the article is used generically.

The E. Z. Garter, the original wide-webbing garter, is being imitated, and the trade are known to be referring to other wide-webbing garters as the "E. Z. style."

If you can give us any references to articles published in PRINTERS' INK along this line we would be grateful to you.

WALES ADVERTISING CO.,  
JAMES ALBERT WALES.

**W**HEN the public insists upon using the manufacturer's trade name as a generic term referring to the type or kind of product, the situation needs pretty careful study before a remedy

can be applied. That it is serious is quite evident from the fact that valuable trade names have been utterly lost to their owners by this process, as witness the classic example of "celluloid." Technically and legally it is true that "celluloid" is still the exclusive property of The Celluloid Company of America, but the only way to enforce that property right to-day is to bring a suit against practically every man, woman and child in the United States. And even that would be futile as against a settled public habit.

Of course there is no suggestion that any of the names mentioned by Mr. Wales have gone so far as that, and a careful study of the problem will suggest a remedy which, if it does not absolutely cure the difficulty, will go far toward relieving it.

In general there are four different methods which may be suggested: (1) Adopt a new trade name which is technically correct, and let the old one become generic if the public wants it. (2) Put out and advertise a *totally different style* of product under the same trade name, such as for example, a narrow webbing E-Z garter as well as a wide webbing style. This will clearly indicate that the trade name is not generic, but refers to origin only. (3) Use advertising space to spread the knowledge that "E-Z is a trade name referring to a certain manufacture and is *not* the name of a style or type of garter." This is done with good effect by the Eastman Kodak Company, among others. (4) Bring lawsuits against prominent offenders, and *give wide-spread publicity to the results*. This method has been used with considerable effect by the B. V. D. Company.

Of course the circumstances which rule in the specific case will govern, and the method which is chosen (or a combination of methods) will depend upon those circumstances. But it is highly probable that the company's remedy will be found within the limits of those four suggestions.—  
[Ed. PRINTERS' INK.]

1864



1921

## How sales aids can build volume today as never before

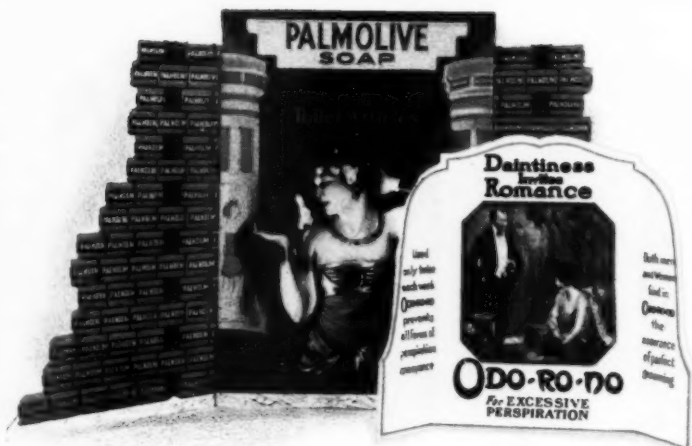
**W**INDOW and counter displays, car cards—dealer helps of every sort: today these sales aids have assumed a new importance for every manufacturer.

Under present market conditions, it is not enough for them to be mere reminders that a product is carried in stock. They must actually *stimulate sales*.

Consumers are no longer *eager* to buy—their interest must be aroused, their enthusiasm crystallized into action.



*Leaders in every industry know the value of Gair folding boxes*



*Two of the best-known window displays in America  
—typical of Gair reproductions*

It is impossible for the average dealer, with 1000 to 8000 items in stock, to treat *your* product with the enthusiasm a sale demands.

Your dealer helps must do it instead. They can make your product the first one seen on the dealer's shelf. They can make it the most prominent of the counter displays. They can reproduce it life-size as the most attractive, persuasive thing in the window.

They *can* . . . but are they doing it? Are they telling your story vividly, strikingly, in designs that command attention, in colors that bespeak distinction? Are they stirring a sluggish market into action—building sales for you as never before?



*Gair package labels are carrying their message into every American home*

### *Helping the advertisers in every industry*

As expert advisers to the leaders in every industry for the past half century, we shall be glad to consult with manufacturers on these and other questions relating to package merchandising.

Our long experience in designing successful merchandising aids is backed by the latest and most extensive equipment. We have complete facilities for color process printing, lithography, and offset work, including the largest camera in the world.

We have, in addition, a completely organized Creative Department with a corps of well-known artists. Gair original



*Gair counter displays are helping to make many products famous*



*In delicacy of coloring, as in accuracy of reproduction, Gair car cards are distinctive*

designs have been large factors in the successful merchandising of many nationally known products.

Labels, car cards, window displays, counter displays—these sales stimulants are but one phase of the complete service we offer every manufacturer of packaged goods.

Our plant is the largest of its kind in the world. With its facilities, we are prepared to offer a special expedited service on every phase of package merchandising—Folding boxes, Labels, Shipping cases, Window displays and Dealer helps—giving unity to your product from factory to consumer, and assuring desirable increases in volume of sales.

## ROBERT GAIR COMPANY BROOKLYN

*Folding boxes*

*Labels*

*Shipping cases*

*Window display advertising*

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# Helping Salesmen Find Themselves

The Duty of Every Sales Manager Quickly to Size Up His Raw Material and Take Square Pegs Out of Round Holes

By S. C. Lambert

A SALES manager, with a great deal of natural talent, has been drifting from one job to another for the past twenty years, making only moderately good, because of his streak of sentimentality. His heart runs away with his head.

Of course, his experiments are always made at the expense of the concern he happens to be working for. It is nothing out of his pocket.

Time and time again, having been warned by friends, he has attempted to break himself of the trait. Always without avail. He is sentimental, was born that way and will never be anything else.

This sales manager's fault is his tendency to keep square pegs in round holes too long. He wastes time and money in attempting to create talent that should be applied elsewhere. His optimism is too great, his faith in men too resilient. He simply can't bear to "fire" a man.

His last house employs something like 120 salesmen. Their tasks are exacting. The work they do is unusual. It is exceedingly difficult to build just the right sort of organization, and new applicants must be tried out every week in the year. It is literally an experiment station for sales folk.

But the man in question clutters up that organization with dead wood—non-producers. And the final mortality list is startlingly large.

In comes a piece of raw material. Mr. X. coddles and pets him. He is never impatient, never cross. He assumes in advance that the salesman is a success. He will not think otherwise. It is an exceedingly liberal method of procedure, but the results are costly.

Here is how it works out:

A young chap who had been abroad during the war and returned with high honors, applied for a job. This fellow had almost everything in his favor. He was of excellent appearance. He had poise. He was an easy, clever talker. He knew men and methods. He was a natural-born enthusiast.

Mr. X. took to him immediately.

SALESMAN REALIZED HIS LIMITATIONS

But at the end of three months the young man admitted that he had not made good. He doubted whether this was his line. Mr. X. slapped him on the back, told him he was foolish to talk in that vein, and said eventually he would make a star.

And all the while the raw salesman was not sure of himself. He did not appear to have an aptitude for the work.

Another three months passed, and still no results. Everybody liked him, he was as popular as any ten average salesmen, but he just couldn't seem to close contracts or get new business. Again he went to Mr. X. and proffered his resignation.

"I don't believe I fit into this organization," he admitted, quite candidly.

"Stick to it, you'll come out all right," said the sales manager. "It's only a question of time. I like you—everybody around the place likes you. Come, come, buck up. That's no way to talk."

For almost a year the young man struggled against hopeless odds. Then it was necessary to fire him. One of the last things he did was to go into the sales manager's office and rake that executive over the coals.

"I suppose I should be thankful to you for keeping me as long as

you did," he said, "but I'm not. As a matter of fact, you have done me a great injustice, as well as your house and yourself. You have wasted my time and the firm's money. I felt almost from the start that I would never make good in this line. I felt it intuitively. You made me feel that it was simply lack of courage on my part. It was lack of the peculiar talent necessary for this work. I claim that it was your responsibility, as a sales manager, to sense this—not in the first six months, but in the first fifteen or twenty days, and then make me get out.

"At my age I can't afford to waste a year at a job I will never master. While believing that you were doing me a good turn, you were actually doing me a bad one. It would seem to me that you should have studied me, analyzed my talents, and made a decision a long time ago."

All of which was true, and good sound reasoning. It was merely another example of the sentimental side of a sales manager over-expressing itself.

The young man went elsewhere and was a success from the first week. It was something he liked. He would never have succeeded in the old job.

#### A STUDENT OF MEN

A sales manager should be one of the best judges of character.

We know an executive of this type who is taking a series of lessons in psychology. He has even taken up head-reading. And his ability has developed amazingly.

Not long ago a salesman came to him for a job. They had an hour's interview. At the expiration of it, the sales manager said to his applicant:

"You will not fit in here. It is not your line. Take my advice, go on the stage. Become an actor. I know you will make a great success of it."

"But I have never acted in my life!" was the ejaculatory response, "not even in amateur theatricals."

"Notwithstanding this, try it."

He did and leaped into a fair degree of fame almost overnight.

Said another sales manager:

"I make quick decisions in selecting men. True, many do not agree with my ideas. They claim that no man can develop what's in him in a month. He must be coaxed and coddled along. And cases are cited of how this has proved true. But we never keep a man on trial for a longer period than a month. He is either hired or fired in that time.

"Some disastrous things happen when a long period of trial is allowed. Men do not look upon it as a kindness, to be suffered to continue indefinitely, in the hope that they will eventually make good. They resent the lack of judgment on the part of the head of the sales department, whose business it is to see that square pegs are either fitted into square holes, or allowed to go their way.

"We chart our men from the very moment they enter our employ. And when the end of the month is reached—often before then—we are ready to make a definite decision, one way or the other. Failure to operate along this line is what makes for so many scattered slipshod sales organizations, of uneven ability.

"There are always a great many uncertain spots. There are men who seem to be neither one thing nor the other. The organization is cluttered up with 'hopefuls' and near-successes.

"As a rule, a man quickly knows himself if he will make a success or a failure of it. He is his own best judge. At other times, however, there are stubborn fellows who fight fate, and who are ashamed to admit that they are out of their element. It is embarrassing to them. They practise all kinds of deceptions to stave off the inevitable.

"Sentiment has small place in a business organization. It is unfair to all concerned. I have yet to find an employee who thanked a sales manager who kept him dragging on and then fired him. The first question he asks is, 'Why didn't you tell me earlier?' His



*"There's a reason" why Postum Cereal Co. is advertising in magazines of the All Fiction Field. Would you like to know how that reason applies to your business?*

*The*  
**ALL FICTION FIELD**

*"The Field of Greatest Yield"*

*Published by*

Doubleday, Page & Co.  
The Frank A. Munsey Co.

The Ridgway Company  
Street & Smith Corporation

*1,596,415 A. B. C. Circulation*

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indignation is just. The sales manager is to be blamed.

"There came with us about a year ago the son of a fine family who was obsessed by the idea that ours was his line and that he would accomplish big things.

"But almost immediately I saw that he would not fit in and I told him so. His feelings were hurt. He accused me of discriminating against him. I was unfair. No man could pass upon another's merits in any such limited period as that.

"He went to his father, and his father went to one of the heads of the house. Influence kept him with us.

"I'm not trying to override you," the young man said, "but I know I can make good. I'm certain of it. I have arranged to stay here another three months, with no pay and no drawing account of any sort. I'll go on my own just to prove that it's in me."

"At the expiration of the new time limit he voluntarily resigned.

"You are right—you have been right from the first," he admitted, "it's not my line. I'll try something else. I've found it out at last."

"Salesmanship, as a profession, is misunderstood. There is a tendency not to look upon it as a true profession at all. 'Anybody can sell goods,' you hear men say. There never was a greater fallacy.

"Modern salesmanship has become a complex responsibility. It requires special training, special talents. Some men can sell goods in one house and fall down in another. Each line has its problems and its catches. It is an error to believe that you can take in raw material, however talented and ambitious, and by sheer force of training create a competent A-1 salesman. You can't, if it isn't in the man to begin with. And you find out—or should—in short order.

"I venture the assertion that in 70 per cent of business houses there is a tendency to allow incoming salesmen too long a period in which to make good. Sentiment rules, mixed with the wrong sort of trust and belief. It is very

wasteful and expensive. It retards all salesmanship. It complicates matters for every sales manager in every line.

"If a man can't begin to develop marked characteristics of personal ability in a month, then something's wrong. Pride should prevent a salesman from hanging on much after this if he hasn't proved his merits and at least paid his own way.

"Yet a sales manager must watch his step. Occasionally the thing works at opposites.

"I don't think I can make a go of it here," said a newcomer in our ranks, a red-headed Irish lad, with not an atom of conceit or of false pride in his make-up. He said this to me after he had been with us less than three weeks.

"I was very much surprised, for I had watched him and saw great potential possibilities. He was built of the right stuff.

"It's your line and you will succeed," I said, "stick it out a little longer."

"And he did, but reluctantly.

"He is now one of our best junior salesmen. Some men grow discouraged easily, yet are blessed with talent. They are supersensitive. They think, if they do not roll up orders at once, they are the laughing stock of the organization.

"A sales manager must be watching both sides of the fence day and night. It is easy to lose a man who will eventually make a star performer.

"You can't teach a man a gift, an art, an ability that is foreign to his character, his nature.

"These things develop at once, show themselves early—just crop out and come to the surface, without much wheedling or cultivating."

### Yale & Towne Mfg. Co. Had Profitable Year

For the year ended December 31, 1920, the net profits of the Yale & Towne Mfg. Co., Stamford, Conn., after charges and provision for taxes, amounted to \$2,324,470. The balance in the surplus account was \$11,465,795. Capital and surplus as of January 1, 1920, was \$15,000,000.



The advertising value of a newspaper's space, like a man's reputation for integrity, is best known in its own community. In 1920, The Journal led all Minneapolis newspapers in local display advertising by 694,456 lines, or 8% more than was placed in any other newspaper.

# THE MINNEAPOLIS JOURNAL

*Represented in New York and Chicago by O'Mara & Ormsbee*

[better  
paper  
better  
printing



WAR  
STANDARD

**"No, sir, you can't tell WHEN you will have to take responsibility for some printing"**

PEOPLE are buying printing today who a few years ago never dreamed of being called upon to do such work.

Maybe you feel that you personally will never have to supervise a printing job. Maybe you have a man in your office who looks after those things. Just the same, you may be called upon any day for a decision about printing, and it is worth while to know something about that art.

Printing consists of a film of ink less than one two-thousandths of an inch thick, applied to paper.

The importance of the paper, its thickness, its weight, its surface, becomes apparent when that fact is considered. It is all the more apparent that



whatever kind of paper is used, uniformity or a standardization of all its qualities can make a difference in the way the printing is done.

S. D. Warren Company manufacture a dozen grades of standard, uniform paper, to the end that whatever you wish to print, a standardized paper will enable you to get better work with decreased trouble and expense.

S. D. WARREN COMPANY, BOSTON, MASS.

# REN'S

PRINTING PAPERS



## *A heavy book is hard to read*

**A** HEAVY book tires the arms of the reader who tries to hold it at correct reading position. Soon the muscles relax and the eyes are called upon to make an adjustment that strains them. Continuous reading under such unfavorable conditions amounts to wearisome work, even though the text itself may be interesting.

The books that are never enjoyed or never finished because they tire the reader's eyes are legion. Warren's India and Warren's Thintext are papers so thin that books made of them weigh only a fraction of ordinary books having an equal number of pages. Because of extreme lightness and their good printing surfaces, Warren's India (1420 pages to the inch) and Warren's Thintext (1184 pages to the inch) allow the reader to hold his book at the

right distance and angle, and to read without eye strain.

These two Warren Standards are also suitable for Students' Hand Books, Salesmen's Pocket Catalogs and Price Lists, Insurance Rate Books, Wrappers and booklets that must fit into small spaces, and for other printed matter which is limited in bulk and weight.

Warren's Standard Printing Papers, Buckeye Covers, Strathmore Expressive Papers, Old Hampshire Bond, Brookdale Linen Bond, Princess Covers and the many other book, bond, cover and wrapping papers of The Lindenmeyr Lines form a collection of better papers that encourage better printing.

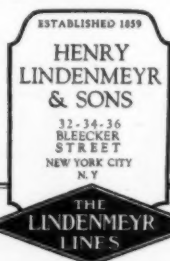
We will gladly send you samples of Warren's Thintext and Warren's India so that you may become acquainted with their extreme thinness, good opacity, and fine printing surfaces.

### **BRANCH HOUSES**

16-18 Beekman Street  
New York, N. Y.

80-84 Clinton Street  
Newark, N. J.

58-60 Allyn Street  
Hartford, Conn.





# Adding an Allied Product Leads to New Market

Makers of Posner Scientific Shoes Add Line of Children's Stockings and Find Wider Field

IT is a vexing question with many manufacturers to know whether sales of their regular goods would be helped by the addition of an allied article with which their goods are closely associated in use by the consumer.

For example, could the manufacturer of a tooth paste profitably add a tooth brush to his line? Would the manufacturer of a typewriter be in any degree benefited by making and selling a line of ribbons and carbon paper? Would the publishers of books in sets, like the Encyclopædia Britannica or Everyman's Library, increase the sales of their works by putting out sectional and solid bookcases? Or the manufacturers of collars, if they were to go in for neckwear—would not one line help the other?

In some fields this has been done with great success, though in nearly every instance the allied products have grown up together, like cameras and the films and paper used with them, phonographs and records, safety razors and the blades, office filing cabinets and the record forms and folders used in them, cooking stoves and the kitchen utensils used thereon.

Dozens of such instances will occur to every advertising man. Whenever there has been a life-long association of closely allied products, however, it has generally been true that both products came into existence at the same time, like automobile rims and tires, and not when one product long antedated the other, like ink and fountain pens.

So many industries have their histories and traditions, the spell of which seems to exert a powerful influence in a single direction. It keeps the carpenter from thinking he might also become a mason or the manufacturer of button-making machinery from

building machinery for making buttonholes.

It will come, therefore, as a surprise to many to learn of a shoe manufacturer becoming also a manufacturer of hosiery. The two articles, while closely associated in use, spring from widely separated sources. Yet they have to-day a very natural relationship and one would think they would go quite easily hand in hand, or rather foot in foot. There are, however, few, if any, instances of where one manufacturer has successfully made both lines except in the case of Dr. A. Posner, Shoes, Inc., which company about a year ago announced the addition of a line of stockings, socks and three-quarter hose for infants and children to supplement its line of scientific shoes.

How was it done and why? Perhaps a description of this company's experience will clear the air for others who may have long thought of attempting the same thing. The most interesting part of the accomplishment is the way in which the company handled the merchandising end of it—how it persuaded the shoe merchant he could also sell stockings. In order to tell that part of the story, some facts on the shoe manufacturing side of the business will have to be glanced at first.

## "SCIENTIFIC" SHOES ONLY IN THE BEGINNING

Dr. Abraham Posner began making his shoes for children and young women in 1888. It was in the beginning a hand-made operation, with Dr. Posner and a few associates working all day at the bench and going out at night to make deliveries and take more orders. Dr. Posner had a number of original ideas on how shoes ought to be scien-

tifically constructed for young and growing feet, and covered these ideas with patents. One of these ideas is a removable "cor-set" for the inside of the shoe upper.

The business had its beginning in a small room in lower New York. It grew up as a local business, helped by advertising in the newspapers, street cars and elevated platforms in the metropolitan district and gradually spread to other cities, until to-day Posner shoes are sold by more than 3,500 stores in the United States.

Posner shoes have always been sold and advertised as "scientific" shoes because of their special features and because the founder of the business made a study of infants' and children's feet and designed his shoes to assist nature in the foot's development. It has, however, been known to the company for years that the purpose of a scientifically designed shoe can be in a large measure defeated by the use of a poorly designed or ill-fitting stocking in connection with it. The company had had its attention called to countless cases where the beneficial effect of a good last had been nullified by a toe-cramping stocking.

Consequently, about a year ago the company, after making a very complete investigation of the whole subject on all sides—design, manufacturing, merchandising—decided to put out a line of infants' and children's stockings under the name of "Dr. Posner's Certified Hosiery," which, with the line of shoes, would offer a complete service to the consumer.

On the scientific side, it was a matter of correct design and proper materials. No particular difficulties were encountered here, as the matter of design was simplicity itself—proper length and shape of foot and leg to assist and not defeat the function of the shoes—and the sources of supply for materials were open to all. The manufacturing arrangements were equally easy to make. The merchandising side

of the undertaking, however, presented many difficulties, and this is the phase of the subject which will be of particular interest to other manufacturers, especially as the plan has been in operation now for a year and has undergone some readjustments that have contributed to its greater success.

The company's experiences in the shoe business, supplemented by a number of tests in the hosiery field, enabled it to make an excellent selection of sizes and materials. Five styles were chosen—two mercerized numbers for infants, one in plain rib and one in drop stitch, both in white; the same for children in three colors; and a good cotton number in combed yarn in three colors for children.

There are other features which fit in well with the "scientific" idea, such as "gassed" yarns and an individual, sealed package. The "gassing" process has a number of good talking points in selling, as it is claimed to sterilize the material and give it greater tensile strength. The sanitary value of the sealed package has an advantage both in selling and manufacturing, because it is a check on careful inspection before the goods leave the factory.

#### A LOGICAL SIDE LINE

Many retail shoe stores to-day sell hosiery. The retailer is familiar with the idea and has been receptive to it for some time. This development in retail selling has been a natural one and came to pass because of the obvious advantages, from the consumer's side, of being able to buy stockings in the same store or department where shoes are sold. But the shoe merchant had been accustomed to buy his shoes from one source and his stockings from another. The Posner idea was different. It was a complete service. The retailer had to be shown where the success of this manufacturer's shoes depended upon his hosiery, and at the same time where the sale of Posner hosiery offered possibilities of a big sales volume in itself.

## Buying Power *versus* the People Who Buy

Comparatively few men own the bulk of Chicago's wealth. America's wealth, for that matter, or the world's wealth.

The *buying power* of Chicago's very rich would be enormous—if it were exercised in proportion to its power.

But it isn't—and can't be.

No man can wear two suits of B. V. D.'s at a time, and the workingman's appetite for pancakes will nine times out of ten exceed the millionaire's.

For every Rolls-Royce on the streets of Chicago, there are a thousand Buicks, Hudsons, and other medium priced cars.

Both the moderately well-to-do and the very rich use Ivory Soap, yet man for man the very rich use no more than the well-to-do, while the well-to-do *outnumber* the very rich a thousand to one.

It isn't the rich, but the **MASS**ES who buy the world's produce—keep the world's factories busy.

And it isn't the rich in Chicago who make it a responsive and profitable market for 90% of all the merchandise that's sold there.

It is the 1,200,000 readers of the Evening American, and over 2,000,000 like them—the everyday American citizens who constitute the active buying **MASS** of the city's population.

**CHICAGO EVENING AMERICAN**  
EVENING

Member A. B. C.

February Circulation 396,888

In the beginning, therefore, the introduction of the new line was entrusted to regular company representatives. When they went to their retail customers, they were told that the store could not sell the stockings in the way the shoes were sold. The retailer said that his customers were shoe customers and his salesmen shoe salesmen, and that it was not possible to get a shoe salesman to sell stockings. It was all right, perhaps, to have stockings in the store for such customers as insisted on buying an occasional pair now and then, but to attempt to carry a complete line and push the sale of them along with the shoes, well, that was a different proposition. It would require extra clerks, a specialized knowledge of the line, room for stock and display purposes, and the retailer could not afford to do it. Not under present conditions, anyway.

A merchandising plan to overcome these objections was accordingly worked out by the company.

#### DISPLAY CABINET IMPORTANT

"In order to make the proposition as feasible as possible for the shoe merchant and to simplify what he considered the complicated problem of handling our line of hosiery," Frank Schiffman, sales and advertising manager, said, "we made up an initial order which embraced the entire line and required only a moderate investment. This initial order was put up in an attractive display cabinet."

The display cabinet was designed to hold thirty-three dozen pairs of stockings, in assorted sizes. It was finished in three styles, mahogany, oak and silver gray. Another style was carried in stock unfinished, which could be stained on short notice to harmonize with any unusual scheme of store decoration. A nominal price of \$10 was placed on the cabinet, which was sold only with the introductory stock order of hosiery, amounting, cabinet and all, to a little more than \$160.

When the manufacturer's rep-

resentative went to the retailer he had a definite proposition to make him. The display cabinet occupied only a small amount of floor space; it could be accommodated anywhere, up in front, at the rear, or in the centre of the floor. Its design was such that it acted as a silent salesman. Sample stockings hang at the side of the cabinet, and the shelves, which are open, hold boxes containing the certified stockings done up in sealed translucent wrappers. A customer may walk up to the cabinet, inspect the samples, and make a selection without the assistance of a clerk. The dealer supplies his own samples and replaces soiled and worn samples from his own stock, which has been found to be the best way of getting around the problem of supplying extra samples and replacing them free. Free goods never have value in the estimation of the person who receives them and the practice invariably leads to abuses and unpleasantness.

A valuable merchandising point is that women more often buy stockings in quantity for children than single pairs. It is no unusual occurrence for a woman to buy three or four of a size for one of her children, and the same quantity for two or three others. Thus, where a woman might only buy one pair of shoes, she would probably buy several pairs of stockings. The value of this was pointed out to the retailer.

It is significant that country merchants have taken on the line of Posner hosiery more readily and extensively than dealers in the metropolitan district. To compensate for this condition, however, 900 dry goods stores in New York and vicinity have taken on the line in a year. The plan, therefore, has been successful beyond first expectations, and it may be only a question of time before everyone of the company's dealers now selling Dr. Posner's Scientific Shoes will also handle the Certified Hosiery.

This line of hosiery was originally sold by the company's shoe

## —in eleven of the biggest industries of the United States

Saturday, April 2, Edward Hungerford begins his study of the relations between the executives and the workers, the bosses and the men, in eleven of the biggest industries of the United States.

Hungerford's hobby is facts. It is his special pride that he has never gotten up an article at second hand—from clippings or the public library. He always goes to see for himself.

This series is the result of a personal study on the ground, of the inspection of the factories, and of talks with the bosses and the men. It tells the story of the relations in big and important industries, successful and going concerns, between the management and the worker; what it is that makes the labor turnover in those big industries decrease year by year; what it is that makes the worker contented; why it is that year by year the output increases while costs decrease.

And it is fact—all fact. Edward Hungerford tells the facts; the facts tell the story.

Specially timely and authoritative news articles like these are among the regular features which give the Post an unusual reader-interest in many thousands of New York's most substantial homes.

### **New York Evening Post**

FOUNDED 1801

L. D. FERNALD, Manager of Advertising

*To out-of-town advertising men we shall be glad to mail these twelve Saturday issues on receipt of the 50c minimum required by the Post Office regulations.*

# A Threefold Record

IN

Circulation

National Advertising

Merchandising Service

SCORED BY

## THE JEWISH DAILY FORWARD

The Supreme Foreign  
Language Newspaper  
in the United States

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**IN CIRCULATION**—The Jewish Daily Forward has grown to a net paid daily average of 188,000. This constitutes 47% of the total circulation of all the Yiddish language newspapers published in the United States.

**IN NATIONAL ADVERTISING**—In a period of seventy-nine days beginning January 1st and ending March 20th, 1921, The Jewish Daily Forward has printed 202,240 lines of national advertising, an average of 2,560 lines daily, exceeding the record of any foreign language paper in the United States and of many English language newspapers.

**IN MERCHANDISING SERVICE**—In this short period of time The Jewish Daily Forward Merchandising Department had rendered service to sixteen large national advertisers, and through its adequate staff of specialty men had placed more new products in the Jewish grocery, drug and dry goods stores than had been done by any independent sales organization.

*The Jewish Daily Forward  
dominates the Jewish market  
in a way that is unparalleled  
by any other newspaper.*

## THE JEWISH DAILY FORWARD

175 East Broadway  
New York City

1128 Blue Island Ave.  
Chicago, Ill.

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salesmen. Because of the development of the field among dry goods stores, and the growth of this department of the company's business, it is now handled by special hosiery salesmen except in the remoter districts of the sales field, where it would not pay to travel two men.

Thus the addition of an allied article has led the manufacturer into a new and profitable market.

### A Letter That Goes to Dealers with the Goods

**M**OST retailers handle a great many different items. Even the small cigar dealer carries a varied line, but all brands are apt to look alike to him, and to get the same treatment unless the individuality of some one brand has been stamped upon his consciousness. How to personalize a product so as to lead the dealer to give it special attention is a problem confronted by many manufacturers. E. Eppstein & Company, of Dallas, Tex., wholesale cigar distributors, have done it by means of a letter. This letter is not sent through the mails in the ordinary way, but is enclosed in an envelope attached to each shipment of a certain brand of cigars which the firm wishes to have a prominent place in the dealer's show cases. This is the missive:

#### DEAR CUSTOMER:

Please take good care of him, for he is our baby.

In our family there are more than eight children—there's Cuesta Rey, Prince Hamlet, and Admiration (who among others in our family are adopted children).

But **MARTIN LITTLETON**—known to his friends as "Littleton"—is *our own* baby.

From birth—and he's seen more than fifteen summers now—we have always shielded him from the evil influences of cigardom. The evils of careless workmanship, inferior tobacco, improper blend, etc., have never been permitted to come in contact with him. He's the pride of our household.

Being our baby, we take more than ordinary pride in his dress. He wears a wrapper tailored from the finest imported Sumatra leaf.

He's well dressed, has a mild, even-burning disposition, easily drawn out;

it's easy for "Martin Littleton" to make friends of your trade.

He appreciates kind treatment. Please give him a prominent place in your case, and introduce him to your customers. We guarantee that he will show his appreciation in a very substantial manner.

Thank you.

E. EPPSTEIN & COMPANY.

P. S.—A big advertising campaign in the *Dallas News* is now being run to help "Littleton" extend his acquaintance.

It is to be noted that this letter serves a triple purpose. It not only personalizes a favorite brand, but reminds the dealer of the whole family of products, and calls his attention to the advertising campaign.

### Western Council, A. A. A. A., to Hear Timely Speeches

"Strikes and the Labor Situation in the Printing Trades" will be one of four talks before the Western Council of the American Association of Advertising Agencies at its meeting in Chicago on April 5. F. G. Cramer, of the Cramer-Krasselt Company, Milwaukee, will be the speaker.

"Exporting—How It Is Done," is the title of a paper to be given by D. L. Brown, of the Goodyear Tire & Rubber Company, which will be followed by a discussion of the subject by R. F. Clark, of Erwin, Wasey & Company.

Mac Martin, of the Mac Martin Advertising Agency, Minneapolis, will relate "firing-line" anecdotes of what agencies are giving in the way of service at this time.

F. W. Thurnau, of Vanderhoof & Company, will speak on "What to Expect in the Agricultural Field."

### New York Law against False Securities Advertising

The New York Assembly, on March 23, passed a bill which is intended to prevent the making of false statements by officers of oil or mining corporations in applications to list shares of their corporations.

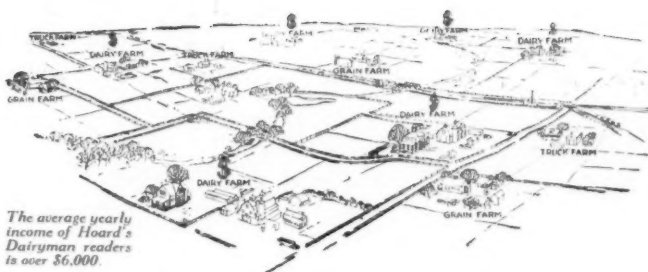
This measure, known as the Henderson Bill, also contains a provision requiring directors of corporations to file with the State Comptroller a statement of the financial condition of their firms before any advertisements regarding the value of shares are published.

Violation of the proposed law would be punishable by a fine of not more than \$200 or imprisonment for not more than one year.

### New Account for Irwin Jordan Rose

The Hamilton Garment Company, New York, has placed its advertising account with the Irwin Jordan Rose agency, New York.





## Where the Buyers Are "Hoard's Dairyman" Goes

Come business depressions, political disturbances, climatic misfortunes and crop failures—the dairy farmer still goes on.

Witness the chart below—and the reasons are: the failure of oat crop, corn crop or any other crop, does not close the dairy farm; the milk or cream check comes every month—regularly; it is not a one-crop business, or a one-season business.

The dairy farmer is the successful farmer—the prosperous farmer. His success fills his home life with comforts and luxuries.

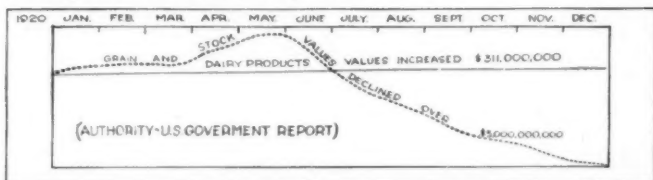
What does this mean to the national advertiser and to the advertising agency that assists in selecting the media for publicity? Simply this: That in order to reach the big buying portion of the big buying rural public, the publication must be selected that reaches the prosperous dairy farmer. That publication is—"Hoard's Dairyman."

### BABSON SAYS

#### "PICK REGIONS of General Farming and DAIRYING"

"With the exception of Dairying, the past year has been unfavorable for all branches of the live stock industry; but 1921 should witness improvement in certain lines."

"Between now and the next harvest, the best agricultural sections will be those having the greatest diversity of crops and those whose products have suffered the least collapse in prices."



Your advertising message in Hoard's Dairyman will reach potential buyers with an aggregate annual income of over *five hundred million dollars*.

*The Dairyman Can, Will, Does Buy—*  
**PROGRESSIVE METHODS, COMFORTS, LUXURIES**

THIS is the average farm of Hoard's Dairyman reader where the house is a home; where the farmer Hoard's places you before 90,000 of these buyers.



Computed and illustrated by  
**HOARD'S DAIRYMAN**  
1917, AGRICULTURAL, WASHINGTON

A REPRESENTATION OF A DAIRY FARM, BEING THE NET AVERAGE OF THE DAIRY FARMS OWNED BY THE SUBSCRIBERS TO

SIZE OF FARM 166 ACRES  
VALUE DWELLING HOUSE \$ 1,073.14  
VALUE OTHER BUILDINGS 14,127.08  
TOTAL VALUE ALL BUILDINGS 15,199.22  
VALUE DOMESTIC ANIMALS 20,769.81  
VALUE ALL CROPS 2,506.50  
VALUE DAIRY PRODUCTS 1,041.10  
GROSS INCOME 7,346.23  
YEARLY EXPENDITURES 14,288.89  
NET INCOME 1,207.14  
FARM OWNERS 81 %  
FREE FROM MORTGAGE 55.40 %

**LIVE STOCK**  
2694 DAIRY CATTLE  
847 PURE BLOODS  
1830 MILCH COWS  
540 HORSES  
2814 PIGS  
4735 SHEEP  
\$339150 VALUE DAIRY HERD  
3000 ACRES CORN 94000 BUSHELS  
2018 ACRES OATS 20000 BUSHELS  
1126 ACRES BARLEY 8333 BUSHELS  
1617 ACRES WHEAT 5825 BUSHELS

**Statistics Based Upon A Survey Conducted by the Publication**  
1084 ACRES ALFALFA 4135 TONNAGE  
1584 ACRES CLOVER 6140 TONNAGE  
1737 ACRES TIMOTHY 21 TONNAGE  
\$330015 VALUE FRUITS AND VEGETABLES  
DAIRY AND FARM EQUIPMENT  
8000 HAVE CREAM SEPARATORS  
2445 HAVE MILKING MACHINE  
4100 HAVE MODERN VENTILATING SYSTEM  
6250 HAVE MANURE CARRIERS  
3752 HAVE STEEL STALLS  
2600 HAVE WATER BUCKETS  
1020 HAVE RITCHIE CABINETS  
4150 HAVE HOUSEHOLD REFRIGERATORS  
1833 HAVE MOTOR TRUCKS  
1750 HAVE TRACTORS  
7941 HAVE GASOLINE ENGINES  
2651 HAVE PUMPING ENGINES  
7708 HAVE WINDMILLS  
1030 HAVE CEMENT FACTORIES  
1000000 CBA-VERMONT  
2860 HAVE MODERN ILLUMINATING SYSTEM  
4045 HAVE MODERN HEATING PLANTS  
3046 HAVE MODERN WATER PURIFICATION SYSTEM  
1579 HAVE MODERN PLUMBING  
35132 HAVE RITCHIE CABINETS  
4150 HAVE HOUSEHOLD REFRIGERATORS

# HOARD'S DAIRYMAN

Reaches the

man readers; where farming is efficient and progressive;  
farmer wants the best and has the money to buy it.  
buyers.



**THE SUBSCRIBERS TO HOARDS' DAIRYMAN**

*by the Publication*

44,007	WIRE TRUCKS	44,007	MUSICAL INSTRUMENTS
13,167	FACTORIES	13,167	WIRE TRUCKS
3,972	ROLLING ENGINES	3,972	WIRE TRUCKS
81,007	MIXING ENGINES	81,007	WIRE TRUCKS
38,292	WIRE TRUCKS	38,292	WIRE TRUCKS
13,522	WIRE TRUCKS	13,522	WIRE TRUCKS
30,247	WIRE TRUCKS	30,247	WIRE TRUCKS
13,122	WIRE TRUCKS	13,122	WIRE TRUCKS
18,152	WIRE TRUCKS	18,152	WIRE TRUCKS

**"MY FARM"**

**HOARDS' DAIRY JOHN**

**(AN AMERICAN SUBSCRIBER)**

# DAIRYMAN

*Buying Farmer*

## This SUPER-FARMER Constitutes an IDEAL MARKET—because:

### What He Will Buy:

(In addition to farm equipment)

Silks and Satins  
Hosiery and Underwear  
Corsets  
Clocks and Watches  
Medicines  
Glassware  
Crocery  
Kitchen Utensils  
Cooking Materials  
Candy  
Housekeeping Devices  
Pencils  
Books and Magazines

Hoard's Dairyman is able to furnish briefs analyzing the dairy farm market for almost any class of nationally advertised products and maintains a department for investigations of this nature. Send for the brief pictured below.



His work is diversified; requiring full equipment and making time-saving methods a necessity; rendering him independent of any one branch for profit; and inducing an unusual breadth of vision.

Efficiency is his only problem; his market is assured; profitable methods are his one concern. Dairy farming is intense farming, which makes the dairy farmer keen to the adoption of labor-saving methods and machinery.

He is highly intelligent. Dairying is a business that calls for the highest type of farmer. It deals with animal life in feeding, breeding and care; with crop production and soil fertility; with farm mechanics and sanitation. The effect is broadening and educational.

He has good backing from his banker, not only because the dairy farmer is the type of farmer that earns confidence but his business has investment and permanence. To a recent questionnaire 95% of the bankers responding stated that they would advance more credit to dairy farmers than to other farmers as a class.

He wants the best; for his family and for his home; he wants and buys the conveniences, comforts and luxuries of which he reads.

He has the money; at least every month he gets his milk check. Nevertheless, the sale of surplus farm products, stock, calves, poultry and fruit, further swells his yearly income.

Reach 90,000 of the Biggest, Most Progressive Dairy Farmers through "Hoard's Dairyman"—the National Dairy Authority. Competently edited with the dairyman's interests as a sole object. Established for years in the esteem of the leaders and of the rank and file of this great agricultural fraternity.

Hoard's Dairyman covers the dairying sections in all parts of the country. The Dairy Farm is, without question, the most responsive, most profitable of all farm fields.

"Sell" the dairy farmer—with "Hoard's Dairyman."

Use the medium that has withstood the test of a half century.

Use the medium that stands in the forefront among the great American agricultural journals.

Use the medium that has rendered an invaluable service to the advertising public these many years.

Use the medium that can pay you returns upon your advertising investment second to no other farm publication.

Published by W. D. Hoard & Sons Company  
Fort Atkinson, Wisconsin

Eastern Representative: Wallace C. Richardson, Inc.  
95 Madison Avenue, New York

Western Representative: Standard Farm Papers, Inc.  
Conway Building, Chicago

Established 1870 by

Ex-Gov. Hoard of Wisconsin

# HOARD'S DAIRYMAN

Reaches the Buying Farmer

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# Human Interest Advertising Even in Clothing Samples

Growth in Direct-Mail Methods Caused by High Selling Costs Teaches Manufacturers Important Principles

**WHAT** effect is the high cost of traveling going to have on advertising?

Among clothing manufacturers it is bringing about a largely increased use of direct-mail methods.

"We received to-day an inquiry from a customer in Ottawa, Ill.," the sales manager of a Chicago clothing factory said to **PRINTERS' INK**, "that in the old days we would have followed up by sending a man at once. But we took care of the inquiry very satisfactorily over the long-distance telephone. The order is in the works and delivery will be made at a considerable saving in selling expense. We also use the telegraph in this connection. Night letters and day letters give us quick and satisfactory contact with our customers. The fact is that railroad and hotel rates are heavy out of all proportion to our present selling problems, and we have to economize in this whenever we possibly can.

"Possibly under our former plan we made too lavish a use of traveling men, thus helping to build up our selling cost to a figure that under present conditions is impossible. We certainly are going in the other direction now."

The direct-mail idea makes possible more economical buying as well as selling. It is proving popular with the clothing retailer for this reason. He can buy his goods in smaller quantities, and be in position to get the benefits of turnover. He buys more readily because he does not have to commit himself so far ahead, and thus runs smaller risk of depreciation in inventory values.

The firm of Mayer Brothers in Chicago is putting across a new line—its Highland golf clothes—almost entirely by mail.

At a cost of about fifty cents

each it sent striking folders to its trade, giving the details of the new line. Each pattern was shown by a drawing of a golf player in true Highland attire, and a swatch of the particular kind of plaid being advertised was attached to the drawing to represent the man's kilts.

All the figures were shown in somewhat exaggerated and humorous Scotch types. There was enough of the comic about it to attract attention in a favorable way and yet not be out of place. It was a case of sending out swatches in an intensely human-interest way instead of in the ordinary fashion. The whole thing was purposely designed to convey the message in a friendly way much as would be done by a skilled flesh-and-blood salesman.

## FIRST-CLASS MATERIAL REQUISITE

"The results of this campaign," A. H. Lipman, sales manager of Mayer Brothers, tells **PRINTERS' INK**, "absolutely confirm us in our belief that if direct-mail matter is going to be used it should be of the most effective possible type for the particular task in hand. A cost charge of fifty cents apiece for these small circulars is really large when you come to consider it in one way. But when you remember that the circular actually takes the place of a salesman, and that it bears an important message meaning much to our business, you almost wonder why we did not make it good enough to spend twice that amount. Paying fifty cents to get this Highland golf clothes idea so effectively before a retailer is really economy plus. The circulars are selling the clothes. This is the test.

"We find also that we can sell clothing by means of letters. The letters can be used in the most effective way to supplement the

efforts of the traveling salesmen, and also to emphasize the messages sent out in the various circulars, and in our business paper advertising. A letter calling attention to a certain business-paper advertisement is really a great benefit in gaining the highest type of results.

"Advertising to be really effective must be well rounded out. In the clothing business the advertising has not always been of this type because of lack of attention given the mail end. This is a good time to apply the remedy."

### Hugh W. Montgomery Dead

Hugh W. Montgomery, second president of the American Federation of Advertising Clubs, which later became the Associated Advertising Clubs of the World, died last week at his home in Chicago.

In 1892 Mr. Montgomery became business manager of the *Chicago Tribune* and later was made publisher. In 1903 he became general director of the *Philadelphia Record*. Later failing health caused him to retire from active newspaper work.

### Gray Motor Corporation Formed at Detroit

The Gray Motor Corporation, recently organized at Detroit, with a capital of \$4,000,000, has as its officers: Frank L. Klingensmith, president; F. F. Beall, vice-president and general manager; G. H. Kirchner, treasurer, and J. B. Moran, secretary and treasurer.

Mr. Klingensmith informs *PRINTERS' INK* that an advertising agency has not yet been employed, and advertising plans have not been decided upon.

### Spaulding Joins Hartford Fire Ins. Co.

Almon W. Spaulding, who for some time has been with the sales promotion department of the American Writing Paper Company, Holyoke, Mass., has resigned to join the advertising department of the Hartford Fire Insurance Company at Hartford, Conn.

### E. V. Price & Co. Appoint Branner

Randolph Branner has been made advertising manager of E. V. Price & Co., Chicago, wholesale merchant tailors.

Correcting an error in last week's issue: Arthur E. Clifford has been made executive assistant of the McGraw-Hill Co., Inc., New York. Mr. Clifford was previously business manager of *Electrical World* and *Electrical Merchandising*.

### Advertising Typographers Organize National Association

The Advertising Typographers of America held their first conference at Cleveland, March 21, and organized nationally by electing the following officers:

President, Ben C. Pittsford, president Ben C. Pittsford Company, Chicago; first vice-president, C. E. Ruckstuhl, president Typographic Service Co., New York; second vice-president, Stanley B. Moore, president Stanley B. Moore & Co., Cleveland; secretary, Frank M. Sherman, United Typothetae of America, Chicago; treasurer, A. Colish, advertising typographer, New York.

The primary object of the organization is "To raise the standard of typography and create a more general demand among advertisers for better typography." Other objects and purposes of the conference favorably voted on were: Trade acquaintance through organization; interchange of information; trade promotion and advancement; elimination of trade abuses; reduction of manufacturing costs; raising of typographic standards and practices.

A resolution was passed "To refuse to do any work on fraudulent advertising and to work in harmony with the Better Business Bureaus of the Associated Advertising Clubs of the World." A national campaign of advertising to create a demand for better typography was discussed, although no definite action was taken by the convention.

It is planned to hold the next meeting in connection with the convention of the Associated Advertising Clubs of the World at Atlanta in June.

### Fox Motor Account with J. H. Cross Agency

The advertising account of the Fox Motor Company, Philadelphia, will be handled by The J. H. Cross Co., Inc., of that city. L. E. Fifer, secretary of the company, will be in charge of the advertising for the company.

The formation of this motor car company was recently reported in *PRINTERS' INK*. Mr. Fifer informs *PRINTERS' INK* that the company does not expect to have the Fox Motor Car on the market until fall.

### "Undark" with Clarkson A. Collins Agency

The advertising of the Radium Luminous Material Corporation, "Undark," New York, is now being handled by Clarkson A. Collins, Jr., Inc., New York. An advertising campaign in national periodicals is planned.

### Miss Mahool Becomes Advertising Manager

Miss Katherine M. Mahool, who has been with the Katz Agency, Baltimore, will join Morris & Co., of that city, manufacturer of Middy Blouses, as advertising manager, on April 1.



## *Use Color*

The advertiser who secures color representation in THE PEOPLE'S HOME JOURNAL combines in his announcement the attraction of beauty, the certainty of a responsive audience and the sales-producing potency of an All-the-Family appeal.

The People's Home Journal  
NEW YORK

*For 36 Years the Magazine for Every Member of the Family*



## You First Take a Fish-Hook,

**I**F you are not satisfied with the amount of business you are doing (and who is in these days?), here is a suggestion:

Take a fish-hook, catching it by the painless end. Hold it away from you in any direction. Note carefully the person to whom the fish-hook is pointing, take him into executive session with you, and ask him these questions:

Are you using Direct Mail advertising in your business? Are you using it to the limit of its effectiveness? Are you sure that you are getting out the right kind of sales literature? Is it planned right, illustrated right and printed right?

Unless you can conscientiously answer these questions in the affirmative, your next move should be in the general direction of a telephone.

*Our number is Longacre 2320*

## Charles Francis Press

PRINTING CRAFTS BUILDING

461 EIGHTH AVENUE, NEW YORK



# Advertise Merits of Shipping Point Inspection

Colorado Potato Shippers Maintain Service in Interests of Better Distribution—Use Advertising to Make It Most Effective

By J. T. Bartlett

AS improvements in farm products distribution are effected, they make good material for advertising campaigns. PRINTERS' INK told some months ago of a Minnesota potato shipper who advertised the advantages of his individual selling method, a cash f. o. b. sale, which he called "Cash and Carry." In this advertising the merits of a distribution method were made to sell potatoes for an individual.

The object of advertising last fall by the Colorado Potato Shippers' Association, based on an improvement in distributive machinery, was not to sell more potatoes for an individual, but for a State. This organization maintained an official shipping-point inspection. Such shipping-point inspection by an unbiased official is available in some parts of the country, but not in all. It is a reason why receivers of potatoes should patronize Colorado shippers in preference to those of some other States. As shipping-point inspection is comparatively new, Colorado potato men wanted all receivers to know that this service exists, how easy it is to use, and what the advantages are.

Also, this inspection service depends for its support on use. The association wishes it to be employed to the maximum. They want to win for it the wide use of all parties.

What is shipping-point inspection, anyway? As the movement is important and significant, it is pertinent to dwell on it here. Official inspection in the produce trade of the United States came into existence as a remedy for many of the misunderstandings, disputes and losses which characterized conditions previous to it. Perishable produce is subject to

vicissitudes on the way to market. The buyer's and seller's understanding of grade and quality terms may not agree. The buyer, the market having fallen while the produce is rolling to him, may reject it on arrival, claiming that it is not up to specifications. Or the sharp dealing may be by the shipper. He tries to "put something over" on the receiver, shipping produce below grade. In any case, there is a bad situation.

The United States Bureau of Markets some years ago established destination-point inspection on the leading markets of the country. Either party to the sale of a carload of produce could obtain an official expert inspection of the car as it arrived.

The stabilizing value of such inspection service is readily understood. It helped to clear up honest differences of opinion; it was a blow to downright dishonesty. As time went on, however, there arose a demand for shipping-point inspection.

## INSPECTION PREVENTED ECONOMIC WASTE

Especially as selling on the f. o. b. basis developed, did shipping-point inspection become logical. The f. o. b. seller could point to official inspection as a guarantee that the receiver would get what he ordered. A large percentage of disputes could be eliminated by the simple precaution of an official, trustworthy inspection costing a nominal sum. With growers associations it preserved the integrity of brands. If the shipper was at fault, and his produce graded below that ordered, the inspector would tell him so; it was a matter only of re-sorting and bringing up to grade, instead of the bad situation created when a receiver at

a distant point rejected the arrived car.

Shipping-point inspection in Colorado, however, was introduced for another reason. It was a war-time measure, under the Food Administration, to prevent the shipping to market of enormous quantities of culls and dirt. Poorly graded potatoes for years, in the extra burden they put on transportation, have been a gross public waste. In time of war, the economic loss was too great to leave alone. The proper place for unmarketable potatoes, the Food Administration sensibly declared, was at home on the farm, not in some city dump hundreds of miles distant. The Food Administration made it compulsory for all Colorado potatoes to be inspected and graded according to Bureau of Markets specifications. They could not be shipped from the State until this was done.

This inspection service was not only a benefit to the nation: it was a great help to shippers and receivers of potatoes. It was a needed institution in the distributive trade. Leading Colorado potato shippers determined that it should continue after the close of the Food Administration. As no Federal or State laws existed by authority of which a State inspection could be set up, the shippers established one of their own. In some parts of the country potato inspection is maintained by the selling association of a large group of growers. In some other places the State maintains inspection. Shippers, in the case of Colorado, continued it when the Food Administration withdrew.

Fred T. Bryan, manager, tells the writer that competitive conditions were one compelling reason. California and Idaho, two Western competitors, both maintained a State inspection service. The Colorado potato shippers believed that unless they established inspection much business would be lost to other States.

They set up the machinery for inspection and then advertised it. Anyone—farmer, truck buyer, receiver, etc.—could use the service, paying \$2.50 a car. The inspector

issued a certificate of inspection. This gave the name of the shipper, the place of inspection, the variety, the number and initial of the car, and finally the grade or grades of the potatoes loaded.

The alfalfa growers of California logically capitalized their improved distribution plan in advertising; so did British Columbia dairymen when they launched their own retailing company in Vancouver. The Skookum apple people supply jobbers and retailers with "helps," besides the heavy consumer advertising campaign, and in advertisements they tell the trade the things they are doing for it.

These Colorado shippers with good judgment turn to advertising to give full effect to, and derive maximum benefit from, the inspection machinery which they have enterprisingly created. Improvements in distribution, little and big, are being made right along in the United States. In almost every instance, seen from one angle or another, there is material for an opportune advertising campaign.

### Chain Store Sales Increase; Mail-Order Decreases

During February sales of chain store systems continued to increase, while those of mail-order houses continued to decline.

Gross sales of three large mail-order houses were less in February than January, while, with the exception of United Cigar Stores, the largest chain stores reported total sales larger in February, though this was a shorter month.

Of the mail-order companies, Montgomery Ward made the poorest comparative showing in February, and of chain stores S. S. Kresge reported the greatest gain in sales.

Sales of the large chain systems and mail-order companies compare as follows:

	February	January
Woolworth .....	\$9,138,262	\$8,336,208
Kresge .....	3,467,651	3,215,300
Kress .....	1,850,398	1,772,775
United Cigar Stores	5,730,000	5,962,224
Sears-Roebuck ...	14,003,299	15,597,766
Montgomery Ward	5,461,849	5,660,431
American Wholesale	2,702,272	3,240,260

John N. Garver, formerly assistant secretary of the Toledo, O., Better Business Commission, is now commissioner of the Akron, O., Better Business Commission.

# P. P. C. Facts



The astonishing development of machinery during the last half century has presented problems of lubrication no less complicated than its crowding mechanical and engineering problems.

The Vacuum Oil Company has been specializing in the manufacture of high-grade lubricants for 55 years. Their consistent policy has been to discover and make known the correct grade of oil for every lubricating requirement. As a result, they may be said to have paved the way for an era of greater mechanical efficiency.

As printers for the Vacuum Oil Company, P. P. C. claims only the distinction of service. We are in the habit of dealing with large corporations who take for granted that our printing production is an exact and dependable item.

**Publishers Printing Company**  
**209 West 25th Street**  
**New York**

# Good Company for Good Products

You, if you could, would pick your associates in the advertising columns of newspapers as carefully as you pick your friends. But if you can't, is not the next best thing to choose newspapers that attract campaigns of products commensurate in quality with your own?

We think the following list of national advertisers using the Shreveport Times, or who have used it during the last six months, will interest you:

Alabama-Georgia Syrup Company  
American Coffee Company  
American Sugar Refg. Co. (Domino Syrups and Sugar)  
Auto-Strop Safety Razor  
Calif. Asso. Raisin Growers  
Calumet Baking Powder  
Castoria  
Chandler Motor Company  
Cheek Neal Coffee Company  
Chesterfield Cigarettes  
Coca-Cola  
Colgate & Co.  
Columbia Graphophone Company  
Consolidated Cigar Co. (Mozart Cigars)  
Corn Products Refg. Co. (Karo Syrups and Mazola Shortening)  
Cudahy Packing Company  
Dodge Bros. Motor Company  
Earl & Wilson  
Educator Shoes  
Elmer Candy Company  
Empire Rubber & Tire Company  
Essex Motors Company  
Franklin Motor Company  
Gardner Motor Company  
Georgia Military College  
Gillette Safety Razor  
B. F. Goodrich Rubber Company  
Goodyear Rubber & Tire Company  
H. J. Heinz Company  
J. H. Henry Company  
Horlick's Malted Milk  
Hudson Motor Company  
Imperial Belting Company  
International Coffee Company  
Indian Packing Company  
Lloyd Mfg. Company

Lucky Strike Cigarettes  
Magnolia Provision Company  
Mercantile Coffee Co. (Alameda Coffee)  
Meyer Bros. Drug Company  
National Toilet Company  
Norris Candies  
Nuxated Iron  
Oldfield Tires  
111 Cigarettes  
Overland Motor Company  
Packard Motor Company  
Paige Motor Company  
Palmolive Company  
Paris Garters  
Pee-Dee Paints  
Penick & Ford Molasses Company  
Pepsodent Company  
Pictorial Review  
Pierce Arrow Motor Company  
Postum Cereal Co. (Instant Postum, Post Toasties and Grape Nuts)  
Progressive Cigar Co. (Madam Butterfly Cigars)  
Q. R. S. Music Company  
Reo Motor Company  
S. F. Bowser & Co.  
Scott County Milling Co. (Golden Fluff Flour)  
Society Brand Clothes  
John B. Stetson & Co. (Hats)  
Studebaker Motor Company  
Swift & Co.  
Underwood Typewriter Company  
United States Rubber Company  
Victor Talking Machine Company  
Wrigley Chewing Gum  
Walt Cigars  
Woodbury Soap

Our Foreign Representatives (see below) can give you some worthwhile information about the "Relation of Rates to Circulation" of the Shreveport Times that will increase, undoubtedly, the efficiency of your appropriation. If one isn't conveniently available, write direct.

## The Shreveport Times

*Publishes Every Morning in the Year*  
**Shreveport, Louisiana**

ROBERT EWING, Publisher

JOHN D. EWING, Associate Publisher

### FOREIGN REPRESENTATIVES:

S. C. Beckwith, Special Agency in the East

John M. Branham, Special Agency in the South and West

# Water, Water Everywhere—Yet It Can Be Advertised

Newspaper Campaign Keeps Public Sold on Service Received, Even When Rates Are Raised

By Hugh E. Agnew

DID you ever see water advertised? Not seltzer water, or any of the medicinal waters, or mineral water for bathing, or even fresh spring drinking water, but just plain  $H_2O$  for use in the bathtub, to wet down the lawn and wash the flivver? These campaigns are unusual and infrequent, but they have occurred, as noted in previous issues of **PRINTERS' INK**. A few have not been mere "Notices," but well arranged, extensive campaigns. Besides showing another instance of the almost unlimited application of advertising, one of the latest of these campaigns is particularly suggestive of advertising possibilities for those whose product is in the nature of a monopoly.

The East Bay Water Company, of Oakland, Cal., which furnishes the water supply for that city and for Berkeley, Alameda, Piedmont and Richmond, comprising a population of more than 300,000 people, was the advertiser. It was a newspaper campaign in which the daily papers of San Francisco and the cities named were used from May, 1919, to January, 1921.

The first messages pertained to the saving of water in the house—in which there was a double purpose. It was a subject which would get the immediate attention and sympathy of the women. Then it followed an exceptionally dry period, in which the supply of water had been inadequate because of shortage at the source. During the summer of 1918 the use of water for lawns was prohibited in the "East Bay cities," as the municipalities on the east side of San Francisco Bay are called, and the water company could easily interest residents in that subject, as all were anxious to prevent another shortage.

The campaign opened with a full page showing a stream of "domestic" and "industrial" water pouring from a main. The title in large, black, hand-lettered type was just "water." "When a group of people having a common interest live in the same place under the same laws and regulations," it read, "these people constitute a community. Whenever a community exists, community problems arise. These community problems explain and account for the public service corporations—companies organized to render service essential to the general public health, or convenience, or both; in other words, companies organized to solve community problems. The most important of these is the question of an adequate water supply." Then followed a brief statement of some of the topics that would be discussed in the series of advertisements which were to follow.

## SELLING WATER ECONOMY

The first of these was wastage of water in the home. The water company assured its readers that this was urged, not because of fear of another shortage, but "because in addition to water we sell service. Part of this service is to give you full value—to help you pay only for what you use and to use all that you pay for."

Various means of preventing waste were discussed, such as leaks in taps, using running water for rinsing potatoes while being peeled, allowing children to play with the hose, etc. Each formed the subject for one message. By the time this series was completed the summer was nearly over and people had ceased to think much about water shortage. Also many who had taken occasion to com-

plain about the size of their water bills had discovered various means of reducing them. If they did not care to take the trouble to prevent waste, they had that guilty feeling which prevented complaint, either at the office or to neighbors.

The next phase of the campaign was devoted to the general sub-

purities as it flows, how watersheds are guarded and wooded, the duties of the patrol, and a map of the thirty-five square miles owned or controlled by the company for collecting water, were some of the subjects discussed in the second period of the campaign.


Being a public utility, it was the purpose of the company to keep the public sold as thoroughly as possible upon the service which the company gave. An important part of that was to explain as fully as possible the nature and extent of the service of supplying water.

There is always a lot of agitators whose chief sport—both indoors and out—is to attack public service corporations. The fullest possible understanding of the business of furnishing a public service to a city will probably do more than any other one thing to forestall dissatisfaction that might be created by these agitators.

The amount invested in the watersheds and why that investment influenced water rates was explained as part of the general understanding of the water business. The difficulty and expense of elevating two million gallons of water eight hundred feet daily, which is done at Alvarado and Lake Chabot, was graphically illustrated. The difficulty of repairing and replacing broken water-mains quickly was pictured.

The elaborate and expensive measures taken to keep the water pure and healthful were explained in another series, one of which discussed water analysis and how in addition to its own laboratories both the city and State health departments made analyses. The little algae which were sometimes found in the water as it came from water taps were shown to be harmless, being a vegetable which grows so rapidly that it "can be seen with the naked eye within forty-eight hours." Filtration was

[Under Tone of a Series]



**- Why we ask you  
not to waste water**

Is it because we are afraid of a shortage of water?

No. This year's rain has filled the reservoirs with enough water to insure an adequate supply for at least two years.

Is it because we lose when you waste water?

No. You pay us for every drop of water registered by your meter, whether used or wasted. As a matter of fact, the more you waste, the more we gain.

Then why, you ask, do we urge you to save water?

Because in addition to water—we sell service. Part of this service is to give you full value—we help you pay only for what you use and to use all that you pay for.

In this series of advertisements we will show you where to watch for leaks and how to perform household duties without water waste.

If our suggestions are followed, consumers will only pay for water used—not wasted—and will become our greatest asset,—satisfied customers.

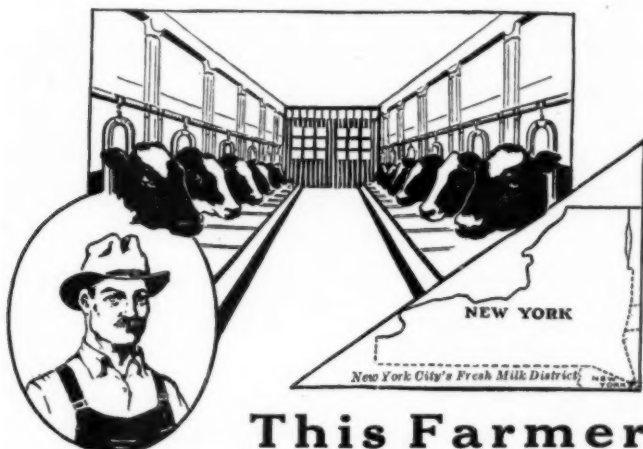
**East Bay  
Water  
Co.**

DOMESTIC                      INDUSTRIAL

A PUBLIC SERVICE CORPORATION CREATES GOOD-  
WILL BY HELPING CUSTOMERS "USE ALL  
THE WATER THEY PAY FOR"

ject of making the water supply clean, safe, pleasing to the taste and to the eye, and free from all impurities. This series included a discussion of collecting or "warehousing" the water. Pictures of the various reservoirs were given and means of protecting the source described.

That iron water-mains cost eight dollars a foot, that running water usually does not "purify itself," but tends to collect im-



## This Farmer owns 12 producing cows

Every member of the Dairymen's League must actually own producing milch cows—and the average milking herd is 12. This sizable herd assures a continuous income throughout the year which is supplemented by the sale of cash crops—potatoes, cabbages, canning crops, grain and fruit.

Every member of the League is also a part owner and close reader of "The Dairymen's League News." It is truly "The Farmer-Owned Marketing Paper," supplying in each issue vital news of the great co-operative marketing movement which is riveting the attention of Eastern dairymen.

Your product, if of interest to the dairyman or his family, will find a sustained market upon the 92,000 prosperous farms where the "Dairymen's League News" is welcomed.

Remember that the dairyman's wife is a full partner in the dairy business. Usually she is the bookkeeper and corresponding secretary of the firm. You can win her good-will through "Dairymen's League News" advertising.

Send for sample copy and rate card.



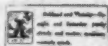
UTICA, N. Y.

Birge W. Kinne  
303 Fifth Ave.  
New York City

Girard Hammond  
*Advertising Manager*

John D. Ross  
10 S. LaSalle St.  
Chicago

**"The Farmer-Owned Marketing Paper"**



# Oakland Tribune

**HOME  
EDITION**

## OAKLAND—

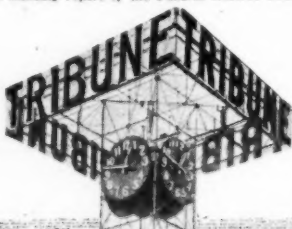
### An Active Consumer Market for Your Products

A city and territory of wage earners engaged at their trades is an inviting market—It is a market that consumes; hence a responsive market for the advertiser.

Oakland, California, leads all Pacific Coast cities in giving men steady employment. Out of a population of 250,000 not more than 1000 men are without work.

Oakland shows a remarkably healthy condition in retail circles. In building activities Oakland showed the second most imposing percentage of all Coast Cities.

*From monthly report of the Federal Reserve Board of the district.*



*An active  
merchandising  
department  
that will  
co-ordinate  
with your  
salesmen is  
available.*



**You cannot cover  
OAKLAND and  
this 400,000 con-  
sumer market with-  
out the use of the  
OAKLAND TRIB-  
UNE (Charter  
member A. B. C.).**

**WILLIAMS, LAWRENCE  
& CRESMER CO.,**  
*National Representatives,  
New York, Chicago.*



explained. Also the Government report, which gave Oakland the lowest percentage of sickness from typhoid of any city in the country, was featured in the advertising copy. The care with which the water supply was handled was given its full share of credit in the advertising, as infected drinking water is the most common source of typhoid contagion. The chlorine process of sterilizing the city water was so described that any child could understand it.

Another step in this campaign to keep customers sold on the service they were receiving was a detailed discussion of the company's method of supervision. Why the water company is under the jurisdiction of the State Railroad Commission was the subject for an advertisement, two columns thirteen inches. The similarities of the railway and the water supplying business was pictured, and the public service idea illustrated in a number of other advertisements of generous space.

The various units of the water company's plant were discussed in the series on supervision, and reasons given for the particular construction. The saving effected by a water tunnel from the San Pablo reservoir to the filter plant in the Berkeley Hills was the subject of another message. How the company was looking ahead to the development of the beautiful residence district north and east of Lake Merritt indicated its far-seeing alertness in providing for the city's growth. The water company did not want its customers to think it short-sighted, so it frankly discussed in detail this and other improvements and additions. It called attention to the difficulty of furnishing water to the home in the hill districts hundreds of feet above the bay.

Economies in metre reading, the cost of collecting bills, the saving effected by modern office equip-

ment, were all adequately presented. The water company—it was evident from its advertising—was an enterprising, well-managed institution, of which its customers might well be proud. Of course the copy was too adroitly written to mention such a thing, even indirectly, but when a cus-

(It, after Twenty-eight of a Series)



## Algae is harmless

Algae is pronounced "Al-gay." It is not a bug's name; and it is not bacteria.

Algae is a vegetable growth. It forms in reservoirs, lakes, and streams, and grows large enough within forty-eight hours to be seen with the naked eye.

If particles of Algae should pass through the tubes from the distributing reservoirs into your drinking water and taste rather suspiciously if it looks a bit doubtful, remember it is not harmful. It is a vegetable growth, purely.

As harmless as Algae may be, it is still unpleasant to camp, and this company is now covering its distributing reservoirs to keep the man's eyes from the water. Thus protected, almost water will be free from Algae.

Covering our large reservoirs is rather a costly undertaking, but you are entitled to drink water without little mental photographs of doubtful character—we're putting the "lid" on the reservoirs, keeping the sun out and stopping the formation of Algae.

East Bay  
**Water**  
Co.

DOMESTIC

INDUSTRIAL

MOST PEOPLE WHO READ THIS ADVERTISEMENT NEVER SAW THE ALGAE, BUT THEY WERE PREPARED FOR SUCH AN INCIDENT. IT KEPT THE CUSTOMER SOLD ON THE SERVICE

tomer knew the business so intimately, as all must have known it after following its advertising for eighteen months, he would almost inevitably have a feeling of friendly sympathy for an institution which was trying so hard to please—rather than a hostile, critical attitude which is so commonly felt toward the privately owned public service corporations.

Finally, to round out the campaign and add the human touch, the work of various different employees was described, the employee named, and the length of time he had been engaged in keeping the city's water supply adequate was given. "An hour and a half shutdown in two years," the reader was told, "was made during the water crisis of 1918, by Charles H. Harry, in charge of the seventy-eight wells of the Fitchburg pumping station."

With the prices of everything else going up, it was only natural that people would have to pay more—slightly more—for the important service of having their water needs supplied. The increase in the cost of water was but 12 per cent. Other commodity prices had increased 98 per cent. It was evident that the water company had again shown its skill in management to keep down the increase to so little as 12 per cent. That was an added reason for pride in the concern—rather than criticism of it and a grudging consent to the added cost.

The space used was liberal, from two-column-ten to full page. The form of the display changed from time to time, as well as the subject matter. That was to avoid monotony. The signature, however, formed a sort of connecting link between the different numbers of the series. It was hand-lettered and of the same type style that the word "water" appeared in the first announcement. As the incorporation is known locally as the "Water Company," the display of the signature was so arranged as to emphasize that part of the name.

The general effect of the advertising, as expressed by a prominent real estate man of the district, has been to create so much good-will for the water company that no agitator or intriguing politician could stampede the public into forcing an issue with the East Bay Water Company.

The Essex Gelatine Co., manufacturer of Essex gelatine, Boston, has placed its advertising account with the Griffith-Stillings advertising agency, of that city.

## Trade Conference in Mexico Next June

An International Trade Conference will be held in the City of Mexico beginning June 20 and ending June 26, directed by the Confederation of Chambers of Commerce of Mexico, of which the American Chamber of Commerce in Mexico is a supporting member.

The American Chamber of Commerce in Mexico has given up its plans for a separate conference in April and is helping the Confederation to arrange the plans and programme for the international conference. The programme will include discussions of the following subjects:

Mexican credits; Mexican methods of sales and distribution; choosing agents and representatives in Mexico; advertising in Mexico; the Mexican consular service and trade commissioners in foreign countries; tariff reciprocity between Mexico and the countries with which it exchanges goods and products; introducing more modern agricultural machinery and implements into Mexico; land and sea transportation of Mexico with the other countries; buying Mexican products, and standardizing weights and measures in the United States, Canada and Mexico.

## Two Editions for "National Stockman and Farmer"

Beginning with the April 2 edition, the *National Stockman and Farmer*, Pittsburgh, will be published as two editions. The Ohio edition will concentrate in that State. The Pennsylvania edition will cover Pennsylvania and West Virginia.

Norman E. Shaw, Secretary of Agriculture for Ohio, has resigned that position to become Ohio editor. He will have his office in Columbus, O. Harold Redell, of the United States Department of Agriculture, has been appointed Pennsylvania editor. His office will be in Harrisburg.

## Don F. Whittaker Becomes Association Secretary

Don F. Whittaker, formerly with the Federal Motor Truck Co., the Acason Motor Truck Co., Detroit, and the Elgin Motors Co., has joined the National Association of Motor Truck Sales Managers, as executive secretary, with headquarters in Detroit.

## Translation Service in Chicago

The Foreign Commerce Translation Service has been organized in Chicago, with Joaquin A. Vargas as general manager. Mr. Vargas has been with the International Harvester Company for twenty-seven years.

## B. T. Work Heads Columbus Better Business Bureau

B. T. Work has been made manager of the Better Business Bureau recently established at Columbus, O.



## Things Are Doing in Washington (D. C.) All the Time

So long as this great government of this great country continues to function—this city must be a busy city—the nation's city.

The logical place in which to launch your national advertising—so easily done through **The Star—ALONE**—because it so completely covers this field.

Any service which our Statistical Department can render is at your disposal

# The Evening Star.

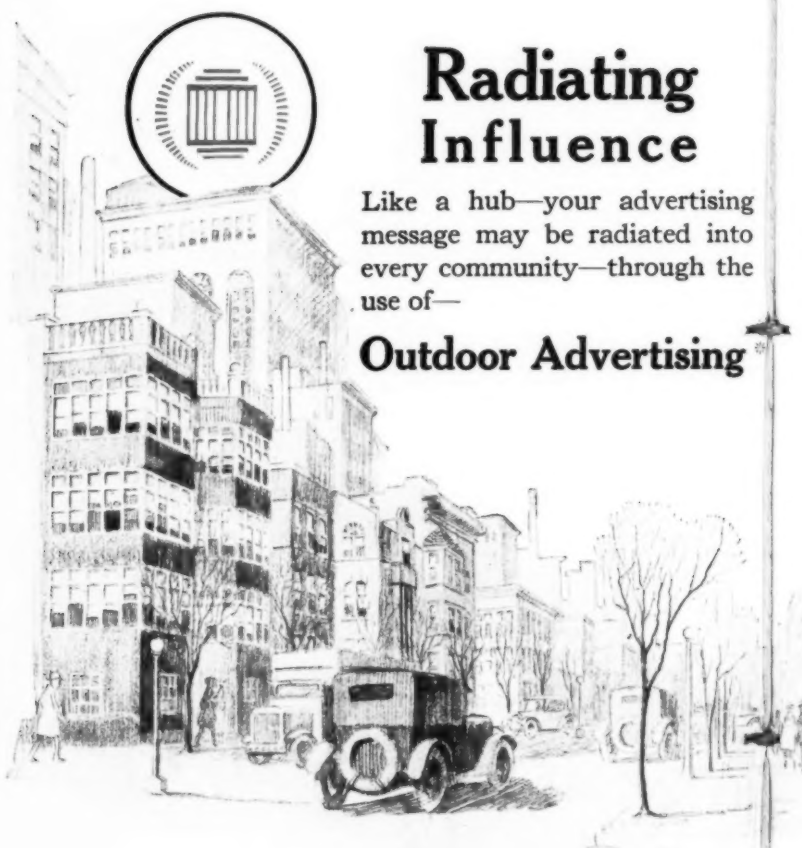
WASHINGTON, D. C.

The National Newspaper at the Nation's Capital

*Write us direct or through our*

New York Office  
Dan A. Carroll  
150 Nassau Street

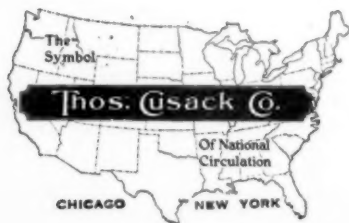
Chicago Office  
J. E. Lutz  
First Nat. Bank Building



# Radiating Influence

Like a hub—your advertising  
message may be radiated into  
every community—through the  
use of—

## Outdoor Advertising



g  
e  
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gh the

sing



\* Painted Display Advertising  
Poster Advertising  
Electric Spectacular Advertising



## Where Circulation Really Counts

Out on Jefferson Avenue, where Detroit's most influential families have lived for years, stands the Pasadena Apartments. *Out of 115 families living there at present, 101 have the Detroit Free Press delivered to them each morning.*

Facts like these are the things that wield the greatest power in any discussion or consideration of the actual selling strength of a newspaper. Every Free Press advertiser buys space with a full knowledge of and confidence in the certainty that his message goes directly and immediately to a type of readers whose intelligence, standards of taste and living, and actual buying power makes for the greatest possible percentage of resultfulness in the expenditure of any advertising appropriation, either small or great.

To those who have used the Free Press for years, many of them consistently for over one-half century, such a discussion as this is quite superfluous, but to those who do not know of the vast buying strength that is at the advertiser's beck and call through the columns of the Free Press, a message like this offers a very earnest suggestion.

As usual, Detroit reports the greatest increase in employment and the revival of normal business over any other city in America. Take advantage of that spirit now—reach it through Free Press columns.

## The Detroit Free Press

*"Advertised By Its Achievements."*

Foreign Representatives

VERREE & CONKLIN, Inc.

NEW YORK

CHICAGO

DETROIT

PORTLAND, ORE.

# Showing Retailers How to Learn Truth about Themselves

Cyclone Fence Company's "100 Per Cent Card" Enables Checkup on Essential Points

AT least once a year the manufacturers and jobbers who go much into service work for retailers give their customers a good straight from the shoulder exhortation in the matter of taking inventory. The retailers are not only to count, measure or weigh their goods and put down conservative valuations for them, but also to examine their methods and everything having to do with their business—and to tell themselves the whole truth about everything.

It is true that many retailers—and many men in other lines of business for that matter—whose personal integrity is unquestioned, really do deceive themselves on many essentials. But the reason they dodge the truth can many times be traced to the fact that they do not know what the truth is.

The Cyclone Fence Company, of Waukegan, Ill., in recognition of this latter principle has put out what it calls a hundred per cent card which its retail customers can use in making searching self-examinations which are good for their business souls. The card asks twenty-four leading questions and assigns a certain number of points for each which on a perfect score will run the total up to a hundred per cent. The retailer is asked to put down his own conception of what his grade should be after each question.

Here are the questions as they appear on the card:

PERFECT	YOUR GRADE
6—Have you an up-to-date business and accounting system in your store?.....	.....
5—Is your business growing?.....	.....
6—Do you take an annual inventory?.....	.....
5—Do you figure selling price so as in all cases to guarantee you a profit?.....	.....
5—Can you state definitely what your overhead expense percentage amounts to?.....	.....

5—Have your sales reached a maximum for the expense involved in selling?.....	.....
3—Do you know what lines pay best and which pay least?.....	.....
3—Is your advertising campaign carefully planned ahead?.....	.....
3—Do you push nationally advertised goods?.....	.....
5—Do you discount your bills?.....	.....
3—Do you make special effort to sell the more profitable articles?.....	.....
6—Do you turn stock at least four times a year? (Allow 1 for one turn; 2 for two turns; 4 for three turns; 6 for four turns).....	.....
2—Do you meet your customers personally?.....	.....
5—Do you buy from more sources than necessary?.....	.....
4—Are your windows regularly and attractively trimmed?.....	.....
5—Do you give prompt courteous service?.....	.....
4—Do you and your clerks study the merchandise you sell?.....	.....
(Do you know how it is made and best talking points?).....	.....
3—Do you make use of the manufacturers' free advertising cuts and other helps?.....	.....
3—Do you belong to the state Hdwe. Dealers Association?.....	.....
6—Do you attend the meetings?.....	.....
(Allow 6 for any one association meeting regularly attended.).....	.....
3—Do you read at least three good trade journals?.....	.....
(Allow one point for each.).....	.....
2—Have you a good mailing list?.....	.....
3—Do you use it?.....	.....
5—Do you have co-operation and team-work in your store?.....	.....

100% Total

Total Grade .....

The information on the card is for the retailer's own personal information. But he can send it in to the company if he so desires. Some do. The cards are much in evidence at state and district hardware meetings. The dealers talk about their "grades" with interest second only to that shown by students in discussing the returns from the registrar's office.

## Comparative Lineage Figures for Magazines and Newspapers

DULUTH, MINN., MARCH 18, 1921.

Editor of PRINTERS' INK:

Where can we secure some accurate statements of the total advertising lineage carried by the leading magazines and newspapers covering a period of years?

We wanted to see how the general increase in advertising has been going on and also to what extent there has been a decrease.

KLEARFLAX LINEN RUG COMPANY  
NORTON MATTOCKS,  
Advertising Manager.

AS regards the magazines, class publications and weeklies of national circulation, PRINTERS' INK itself publishes, in the second issue of each month, comparative tables of lineage covering the past four years. There are statistical bureaus in various cities which compile lineage figures for certain groups of newspapers, but there is no organization that attempts to give such figures for newspapers as a whole. The task of doing so with any degree of accuracy would be enormous, as indicated by the fact that there are now in the United States and Canada 1,809 evening newspapers, 644 morning newspapers and 72 Sunday weeklies not editions of daily papers. It would therefore be necessary to count the lines in nearly one million separate newspapers per annum—a task requiring the services of a far larger checking force than is possessed by the largest advertising agency. And even then we should be without the figures for the weekly and semi-weekly newspapers of the country, some of which are important.

It should be borne in mind, however, that comparative lineage figures over a term of years are by no means conclusive evidence of the value of a medium. An increase in lineage may indicate a decrease in rate. A falling off in lineage may be the result of an increase in the rate per line. Lineage figures should be taken for exactly what they are: indicators of the volume of business carried. —[Ed. PRINTERS' INK.]

## Newspapers Would Amend Anti-Trust Law

The Publishers' Association of New York City is giving vigorous assistance to the Meyer-Martin bills in the New York Legislature, to amend the Donnelly Anti-Trust Act, making it apply to any article used in trade or commerce instead of, as now, only to articles in "common use." Under the law as at present constituted, it is impossible to proceed against such combinations of union labor and employers as is in evidence in the photo-engraving industry, for example, because the product involved is not an article of common use. The bills which are now in committee are bitterly opposed by the American Federation of Labor.

## Advertising Post of Legion to Hear H. B. Le Quatte

The New York "Ad" Men's Post of the American Legion will be addressed by H. B. Le Quatte, of Street & Finney, Inc., on "Taking the Guess Out of Advertising" at a meeting to be held at the New York Advertising Club on April 13.

At the last monthly meeting of this Post a resolution was passed condemning the attendance of Lieutenant-Colonel Anderson at a German mass meeting held at Madison Square Garden, New York, and urging that he be expelled from membership in the American Legion. Since this resolution was passed, Lieutenant-Colonel Anderson has been expelled.

## Philadelphia Agency Adds Four Accounts

The Ware Products Company, Philadelphia, manufacturer of "Ware" valve silencers; Munson Supply Company, New York, manufacturer of "Munson" pneumatic speed keys; Automotive Tractor Corporation, Frederick, Md., "Schofield" automotive tractor; and the Kimball Company, Philadelphia, valve compounds, have placed their advertising accounts with Robert H. Dippy, Philadelphia.

## Made Officers of Millsco Agency

Thomas M. Owen has been elected vice-president and Miss Ruth Woodbridge has been made secretary of the Millsco Agency, Inc., export advertising for national agencies. Mr. Owen was formerly confidential secretary to John C. Havemeyer, of the American Sugar Refining Co. Miss Woodbridge was until recently a member of the staff of *El Comercio*.

## Tennant Brothers Account with Joerns

Tennant Brothers, automobile bankers of Chicago, have placed their account with the Arnold Joerns Company, advertising agency of that city.



## RATE REVISION DOWNWARD

*On shipments made after April 1, The Globe's price for newsprint has been reduced to 5½¢ a pound.*

Correspondingly, The Globe's General Advertising rate card has been revised as of April 1. Rate card No. 5 replaces rate card No. 4 on new and renewal business, and all contracts already made on rate card No. 4 have been written down to the rates on card No. 5 on advertising published on and after April 1. This is in accordance with clause 1. g. of card No. 4, which clause also is a part of rate card No. 5.

On the rising newsprint market, The Globe protected its advertisers with firm contracts based on current costs. That guarantee will be continued should costs go higher, but in addition advertisers will continue to receive the benefit of any reductions which decreased publishing costs may permit, from the date such lower rates take effect.

The manner in which rate card No. 4 was received by advertisers and agencies has been a matter of great gratification to The Globe. Appreciation of the ready and general acceptance of that rate card, as being necessary under abnormal conditions, now is expressed in the adoption of lower advertising rates from the date the reduced paper price takes effect.

Following the establishment of the City News Edition five months ago, the circulation of The Globe shows a gain of about 10%.

# The Globe.

TORONTO

*Member A.B.C.*

WILLIAM FINDLAY, Business Manager

Verree & Conklin—New York, Chicago, Detroit, Portland, Ore.

# What do you Expect *from* Your Printer?



## *Close Figuring*

A CLOSE figure for one printer is an impossible figure for another. Figures depend on the equipment and organization back of the estimate.

Goldmann Service is backed by complete equipment and comprehensive knowledge of costs — your strongest safeguard that you buy at the lowest figure. Every mechanical short-cut possible is figured in to your advantage.

Goldmann Service stands for close-figured printing, without sacrificing one whit of the usual Goldmann quality in printing.

**ISAAC GOLDMANN COMPANY**

*Printers Since Eighteen Seventy Six*

EIGHTY LAFAYETTE STREET NEW YORK CITY

TELEPHONE FRANKLIN 4520



# Illustration Novelties That Catch the Eye

The Added Ten Per Cent of Idea and Cleverness That Never Fails to Meet with Response

By W. Livingston Larned

WHAT is that subtle influence in an advertising illustration, in a complete advertisement, which instantly attracts even the most disinterested and casual reader? The copy man will claim that it is a clever turn of a phrase in a headline, while the visualizer will suggest that composition and pleasing arrangement has much to do with it.

More than likely, it is an added ten percent of cleverness in some one part of the advertisement; not its chief claim to attention, but a unique accessory.

It may be said, in a general way, that all people admire cleverness and pay the tribute of attention to it. The unusual is as much a lure as it was when Barnum went into the show business. This does not mean that hokum or trivialities are expedient in advertising. It does mean that little added touches of ingenuity are not lost on the public.

It is comparatively easy to demonstrate and to illustrate what we mean, from examples in recent advertising. In many instances, they have made an otherwise quite ordinary or conventional illustration strikingly original.

A design for the Sheldon Axle shows a heavily-loaded truck swinging rapidly down a steep hill away from the reader. Industrial activity is shown in the background. These elements, as described, are not novel. They could under ordinary circumstances command no more than passing attention.

But a big basic sales argument is concealed in the illustration. The advertiser wishes to elaborate upon the idea that "the load on a moving truck seldom pushes down evenly across the whole width of the axles." Not easy to describe

interestingly in words. A scientific diagrammatic novelty, introduced by the artist, however, "makes" this advertisement. A man atop the truckload has dropped a plumb line down from the center of the boxes to the base of the rear right-hand wheel. And, says the caption, "The Plumb Line Shows What Happens." The eye is at once attracted to this line and plumb. It puts a new note into the illustration. People are not accustomed to seeing just this sort of contraption rigged to an automobile truck. The text continues in explanation: "The illustration with the perpendicular plumb line crudely shows how the center of the weight has shifted from the center of the axle, nearly to the end of the axle because the truck is on a sloping road."

A piece of string and a metal plumb suddenly transforms a commonplace illustration into an interesting one indeed.

One of the most important arguments advanced in favor of Armour's Oats is the rapidity with which the product can be cooked—in from ten to fifteen minutes. A large package, occupying the top of the space is, after all, no more than the picture of an uninteresting container. The placing of a clock such as may be seen in any kitchen beside the package at its base, with the space between the hands in shade, while the remainder of the clock face is pure white, gives a decidedly novel twist to the composition.

## NOVELTY FOR KITCHEN CABINETS

Kitchen Cabinet advertising has been along the same general lines for many years; attractive enough in its way, but never attempting much more than to show the cabi-



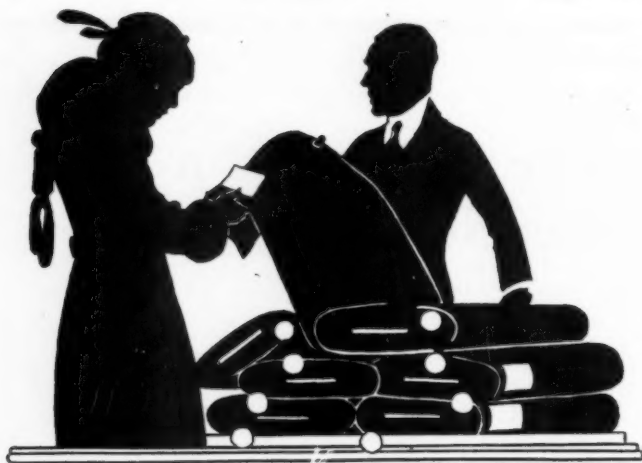
## The Shortest Cut Into the New York Market

Break into the richest sales field in the world with a certainty of the richest harvest in the shortest time in proportion to your marketing investment. A single rate reaches more than a million and one hundred thousand prosperous families.

Go with the New York American every Sunday  
into 1,135,000 prosperous metropolitan homes

**New York American**  
NEW YORK AMERICAN PUBLISHED SUNDAY

The only New York newspaper selling at 10 cents the copy  
The only American newspaper with a million circulation



## For your price tickets

Strong, tough paper—your choice of a wide variety of colors—and a price that will interest you.

That is what your printer can offer you, in Hammermill Cover. Ask him to show you samples the next time you need price tickets, window cards, posters, or any kind of printing that calls for a strong, durable stock.

Or address Hammermill Paper Co., Erie, Pa.

*As Standard as Hammermill Bond*

# HAMMERMILL COVER

*For Booklets, Folders, Broadsides, Catalogs, and all  
Direct-by-Mail Advertising*

pointing to two important mechanical features of the plug. But they were arrows formed of ice, dripping with glistening frosted icicles. Not only did they help tell the cold weather story, but, in their very form, they were of a character to catch the eye.

A species of genius was in the conception used for Djer-Kiss by an artist of imagination. A powder-puff box was shown open, and a giant powder puff was arranged beside it. From this downy, perfumed surface came fairies—little, delicate, winged elfs of beauty and fantastic charm, and they floated down the side of the page, tiny indeed in comparison with the very large powder puff. There you have the added ten per cent of idea ingenuity that is so requisite—so much appreciated by the average reader.

Sometimes a trade-mark can be made to take the spotlight and serve in this capacity. A good case in point is the enlivening, the animating of the inanimate circular, lettered symbol of The National Canners Association.

In itself it is not a thing of beauty. But by skilful placing and by things that are done with it, it becomes really an attraction. Certainly no eye can pass it. Sometimes it is surrounded by a brilliant halo of light in the sky, while at other times it illumines a kitchen or a room, while the mother, who is the purchasing agent of the home, looks down upon the fruits of the fields, through its incandescent light. The seal, in this case, is the very meat of the campaign.

Mazola did a clever thing in composition when it made a one-page advertisement in full color seem to take up two pages. It curled over a leaf upon which was printed certain facts, while the main page carried the straight advertisement. So well were the lights and shadows handled that, at first glance, it really looked as if the page had been curled under to permit of the showing of the Mazola display.

Some unusually striking pictorial ideas have been evolved of late for Mo-lyb-den-um Steel,

and in every instance some one startling innovation in the way of added illustrative novelty has brought this individual note.

A city boulevard, the traffic of many automobiles, the hustle and bustle of midday, and one machine in the foreground, spinning along. There would not have been anything compelling in this idea, this composition, of itself.

But straight down into the page from above projects a giant hand. It is a large hand in comparison with its environment, and the pointing finger just touches the top of the foremost machine. The effect is startling.

It has been said by a certain sales manager that the most successful men in his organization are more than mere salesmen. They possess some added point of personal magnetism, some cleverness of manner, dress, method of going about their tasks. In other words, there are men and men.

The same is quite true of advertising. There are advertisements and advertisements. And every so often, one design rises above its fellows, stands out, is conspicuous in a valuable, an efficient way.

The Long Bell Lumber Company has been all through this. In practically every advertisement the company puts out there is some one added idea that makes it rise above the ordinary and the commonplace. Pictures are more than mere illustrations.

This concern is eager to have people look for the stamped name on the end of every piece of plank. It is the trade-mark of the house and means something. But how to make people interested in such a commonplace idea: that is the question.

Yet it has been handled cleverly all the way through. We find a design which features the plan of a house. Through this, tearing its way into high visibility is the butt end of a big plank. On the end is the Long Bell nameplate. It is the strongest feature of the illustration.

Be not opposed to shrewd, clever, ingenious ideas that make the commonplace seem striking.

# Here at Last! An Understandable Bank Statement

One Need Not Be a Finance Expert to Know the Condition of the  
Corn Exchange Bank

**T**O most members of the great Average Person family a bank statement is usually about as clear and thrilling as the popular piece of literature now being so much read, the Income Tax blank.

Considerable interest, therefore, attaches to a novel form of financial statement issued by the Corn Exchange Bank of New York for the special benefit of the Average Persons. It might be called the annotated balance sheet.

In this simplified annual statement the names Debits and Credits do not appear. Mr. and Mrs. Average Person will be delighted. They have always found it difficult to get along with the Debits and the Credits, and getting on familiar terms with them seemed impossible.

The Corn Exchange Bank's new method starts off with the clear statement, "The bank owes to depositors" so and so much. Then in an annotation it explains, "A conservative banker always has this indebtedness in mind, and he arranges his assets so as to be able to meet any request for payment."

Next, in place of the word credits, the new form says, "For this purpose we have: cash, so much; checks on other banks, so much; United States Government securities, so much; loans to individuals and corporations, so much; bonds, so much; loans, so much; bonds and mortgages and real estate, so much; and twenty-four banking houses, so much; making the total to meet indebtedness, so much. And this leaves a surplus of so much."

It is as clear as a harvest moon. To make it still more obvious what each item means, nearly all of them, all except those that, like United States Government securities, are self explanatory, are accompanied by annotations to explain them.

For instance, "cash" is explained as "(gold, bank notes and specie) and with legal depositories returnable on demand." Under "checks on other banks" is the note, "payable in one day." Under "loans to individuals and corporations" is, "payable when we ask for them, secured by collateral of greater value than the loans."

Under "bonds" is the explanation, "Of railroads and other corporations, of first quality and easily salable." To explain "loans" is the note, "Payable in less than three months on the average, largely secured by collateral."

The "surplus" has this annotation, "Which becomes the property of the stockholders after the debts to the depositors are paid, and is a guarantee fund upon which we solicit new deposits and retain those which have been lodged with us for many years."

The Corn Exchange Bank, with forty-three branches in Greater New York, has, probably, more women depositors than any other similar institution. Mrs. Average Person figures very largely among them. Frederick P. Barton, one of the vice-presidents, says the bank has received many congratulatory letters, especially from women, on the new form of statement.

## Stewart-Warner's Net Profits

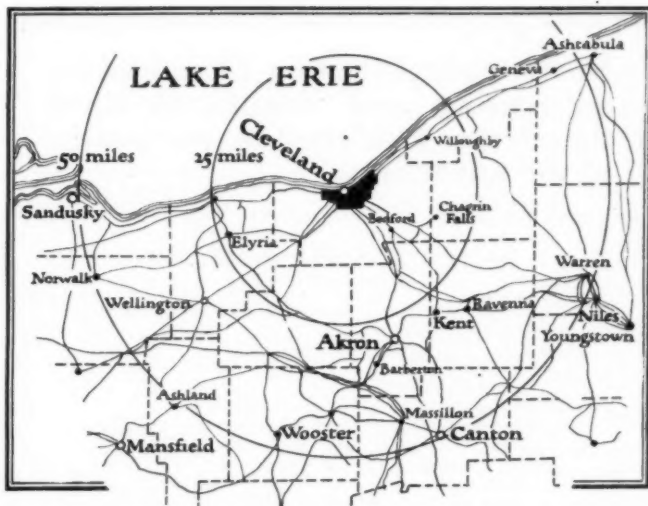
The net profits of the Stewart-Warner Speedometer Corporation, Chicago, for 1920 were \$2,210,928, as against \$1,963,574 for the previous year.

Among the company's assets listed in its balance sheet was an item of \$9,188,433 for patents, trade-marks and goodwill.

## Buys "Soft Drink Journal"

William F. Carns has purchased the *Soft Drink Journal* from Class Publications, Inc., Chicago, and has moved the publication to New York.





## A Great Territory Covered by A Great Newspaper

One look at the map tells you the greatness of the territory—where Pennsylvania's coal meets the Superior District ores at low rates. Where the raw materials of East, West and South flow along lines of least resistance to a common mart.

In this great workshop a single newspaper has moulded thought and guided sentiment for 80 years. The PLAIN DEALER grew up with the country, has led in every progressive move and is to-day

stronger, more influential than ever.

Not only Cleveland, but all Northern Ohio, reads, looks up to, follows the PLAIN DEALER.

The PLAIN DEALER goes into the homes of the thrifty, buying Northern Ohioan seven days in the week, and the advertiser who goes along with it insures himself a place in their confidence and buying plans.

You can win this worth-while market solely with

## The Plain Dealer

CLEVELAND

Eastern Representative:  
JOHN B. WOODWARD  
Times Bldg., New York

Western Representative:  
JOHN GLASS  
Peoples Gas Bldg., Chicago

**No. 5—A little history of continuity advertising and results obtained therefrom. Published by permission of the advertiser.**

**BAUSCH & LOMB OPTICAL CO.**

*Executive Office & Works*

Rochester, N. Y., Jan. 7, 1921.

ASSOCIATION MEN,  
Mr. A. P. Opdyke, Advertising Mgr.,  
347 Madison Ave.,  
New York City.

Gentlemen:

We are pleased to give our favorable impression of Association Men as an advertising medium, for what it may be worth. We have been consistent advertisers in its pages for a number of years and are very well satisfied with its editorial make-up and its circulation.

While we have not been keeping keyed returns on our advertising for some time past, we are constantly receiving Y. M. C. A. inquiries, which quite evidently emanate from our advertising in your pages. From the inquiries which you refer to us from time to time, we have gained the impression that you are conscientiously "on the job" in the matter of definite service to your advertisers. Altogether we feel that inasmuch as we wish to keep our Balopticons constantly before the Y. M. C. A. field, we must appear quite regularly in your medium, which is perhaps the most representative means of reaching that field.

We consequently wish you every continued success.

Yours very truly,  
**BAUSCH & LOMB OPTICAL CO.**  
H. A. SMITH.

HAS:BA

**These results are due to a combination of circulation value and the unique service we render our advertisers. Put this service behind your goods. Ask us about it.**

**ASSOCIATION MEN**

347 Madison Avenue  
New York City  
New York

Western Office  
19 So. La Salle Street  
Chicago

## Mailing to the Prospect's Home

THE AUTOCALL COMPANY,  
SHELBY, OHIO.

Editor of PRINTERS' INK:

Can you refer me to articles in past issues of PRINTERS' INK or *Printers' Ink Monthly* regarding the success or failure attendant upon the sending of direct mail to the prospect's home rather than to his business address?

We have been considering the latter scheme in an attempt to reach the prospect more satisfactorily, when he is presumably in a receptive mood and possibly more inclined to read leisurely. We have, of course, considered the possibility of antagonism by talking "shop" after hours.

THE AUTOCALL COMPANY.  
PHILIP C. PACK, Advertising Manager.

THE consensus of opinion on this subject seems to be against the practice of addressing business mail to the prospect's home when a business address is available. The chief exceptions seem to be in connection with articles which are actually to be used in the home, such as musical instruments, for example, or those whose pleasures are shared by the home folks, as automobiles. And even then there is a strong tendency toward addressing the business man at his business office, where he has a regular time for attending to his mail, and where he does not have to borrow some of his wife's stationery in order to make an inquiry.

There may be concerns, of course, that have made comparative tests of the two methods, but as a rule mailing lists are compiled upon a business or a home address basis, and are thus maintained. In the absence of any definite experience, we should say that the best criterion would be the ordinary canons of good taste.  
—[Ed. PRINTERS' INK.]

## Superior California Wants to Advertise

Inspired by the example of Southern California's profitable publicity efforts, supervisors of Superior California, the northern end of the State, at a recent meeting took steps toward formulating a plan whereby the Superior California counties, comprising Lassen, Siskiyou, Modoc, Trinity and Shasta counties, can be adequately advertised to Easterners.

## A Handicap to Advertising Salesmen

PITTSBURGH, PA., March 12, 1921.  
Editor of PRINTERS' INK:

I was reading recently in PRINTERS' INK regarding the Audit Bureau of Circulations, and how unjustly legitimate advertising mediums are handicapped by questionable publications of limited and inefficient circulation.

There is no question in my mind that advertising in any magazine should be placed only on proof of its circulation, not only as to number but as to class of readers as well. I do not doubt that advertising amounting to millions of dollars is wasted annually in illegitimate mediums. For a number of years I was engaged in the solicitation of advertising for a medium that did not have an A. B. C. statement, and resigned recently because of this fact, as I did not care to be handicapped in my work by not being able to produce tangible evidence of the circulation of the medium.

I would like to see a continued effort made through PRINTERS' INK to eliminate the many thousands of questionable mediums now in circulation.

KEISTER-MACQUOWN FUEL CO.,  
W. C. MACQUOWN.

## Wilson & Co., Has Deficit for 1920

The annual statement of Wilson & Co., packers, Chicago, shows a deficit of \$940,850.34 for the fiscal year ended December 31, 1920.

The surplus of the company was given as \$16,335,702, as against \$21,027,264 reported the previous year. Two million dollars, however, had been set aside against contingencies arising from fluctuations in exchange on the company's net interest in South America and other purposes.

"By reason of the company's substantial expenditures in the past few years for the maintaining of its properties at the highest standard and the establishment of a liberal reserve fund for depreciation and obsolescence," said the statement of Thomas E. Wilson, president, "I feel that this year we should not need any further addition to the reserve fund created for this purpose in previous years."

## In Des Moines Better Business Bureau Work

Ray W. Lockard, of the Periodical Publishers Service Bureau, Des Moines, Ia., and secretary of the Advertising Club, of this city, has been made secretary of the Des Moines Better Business Bureau.

## Advertising Trade-marked Footwear

The Moc-a-wauk Co., Boston, maker of "Moc-a-wauks," sport shoes and slippers, is placing mail-order copy in a list of periodicals. The Griffiths-Stillings agency, Boston, is handling the account.

# The Government's Foreign Trade Service

How the Departments of State and Commerce Work Together to Protect American Trade Interests

By George E. Holt

Formerly of the American Consular Service

**N**ATIONAL buying and selling—i. e., our export and import trade—has an important effect upon internal economic conditions, and thereby affects the prosperity of all business men, whether they are directly engaged in foreign trade or not. In consequence of which the question of what the Government is doing, or proposing to do, to develop our foreign trade relations, is a matter which should receive the attention of every business man in this country.

In order to understand the subject three phases need be considered. First, what Government agencies are concerned with the foreign trade of the country; second, how do they function, and with what results; third, what provision is made by the Government for their support and development, and what should be done in the future in order not only to meet the demands of our now great and constantly increasing foreign trade but to aid in extension of it.

One who would understand the Government's foreign trade corps and activities must get a clear conception, to begin with, of the entire plan. Once this is clear, the proper plan of procedure and the needs of the service will become apparent to any man with business foresight and experience.

Now, while of course every department of the Government has a direct or indirect influence in the national foreign trade, the most important parts are played by two departments, the State Department and the Commerce Department, the former through its Diplomatic and Consular Services, and the latter through the Bureau of Foreign and Domestic Commerce, including its Trade Com-

missioners and Commercial Attachés.

Before the establishment of the Department of Commerce all the foreign trade affairs of the country were handled by the Department of State, and even yet this department must be given credit for carrying on the most important of our foreign trade development activities, through the Diplomatic and Consular Services. Under the laws of nations consuls are sent by one nation to another in the interests of national trade—and the formation of a Department of Commerce has in no wise abrogated the activities of the "men on the job" in every community of importance in the world. In fact, it may more properly be said that the institution of the Bureau of Foreign and Domestic Commerce, by giving a better outlet for and use of the reports and investigations made by our consular officers, has not only given them bigger opportunities but has also given them more work and increased their responsibilities as the nation's first and foremost official trade representatives abroad. This work of the consular corps is in no way limited or interfered with by the foreign representatives of the Bureau of Foreign and Domestic Commerce.

## THE CONSULAR CORPS

The American Consular Service—a service which has been admired and patterned after by more than one European trade competitor of ours, and which is admittedly the best in the world, not only in point of organizations and results, but also in grade of personnel—is therefore the backbone

(Continued on page 109)

The staff of the  
Priscilla\* Proving Plant  
has helped many adver-  
tisers and agencies by  
devising new uses for  
their products and by  
demonstrating new ad-  
vertising angles.

There is no cost for this service  
to bona-fide users, and the strict-  
est confidence will be preserved.

## Modern Priscilla B O S T O N

501 Fifth Ave.  
NEW YORK

Peoples Gas Bldg.  
CHICAGO

\*PRISCILLA (*fem. noun*)  
one who delights in her  
home, good housekeeper.





LITHOGRAPHED IN COLORS IN THE COMPLETE POSTER

## Let us make *your* posters!

**T**HE COMMERCIAL POSTER COMPANY is an organization of poster specialists.

We design only posters; we lithograph nothing but posters.


Every designer, every lithographer, and every pressman in our organization is a poster man.

# *The* **COMMERCIAL P**

Sales Offices in Chicago and New York

**ought to Know,  
I grow tobacco**

*—you can't beat a*  
**Camel**



COMPLETE POSTER PLANT OF THE COMMERCIAL POSTER CO.

Our plant is a complete poster plant in every detail—adequate to every demand that can be made upon it.

We design and lithograph posters for some of the largest advertisers in the country—posters that win prestige and sell goods.

In addition to the co-operation of poster specialists in a complete poster plant, we offer you the decided advantage of Cleveland as a central point of distribution for your posters.

Let us work with you on your next campaign!

**AL POSTER** *Company*

6545 CARNEGIE AVENUE, CLEVELAND



REG. U.S. PAT. OFFICE

## "Remember April First in the Old Days?"

There's no reaching for a "pocket-book-on-a-string" when you order

### **O'FLAHERTY'S PEERLESS MATS**

We price them right; we deliver them on time; we don't "foozle" your order; and we make them to do your work the way you want it done.

*We also make quality  
electrotypes and stereotypes*

**Made by O'FLAHERTY  
225 West 39th St. New York.**

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of our foreign trade service, and no other department, no other class of officials, can supplant the consuls in the duties prescribed to them by the Constitution, nor infringe in any way upon their fundamental duties as trade representatives in the countries to which they are accredited by the United States Government.

These consuls are stationary, fixed trade units, in certain districts, as opposed to Commerce Department representatives who travel from country to country, and differing from the Resident Trade Commissioners and the Commercial Attachés, whose work is of a more general character. Every place of any importance in the world has its American consular officer whose two chief purposes in being there are the protection of American interests and the development of American trade and commerce.

To get the correct viewpoint, one must picture our Consular Service as a world-wide body of trade representatives, so located that not a thing of importance to American trade and commerce can escape their watchfulness—a body of carefully selected, competent and trained observers and students, with the Consular Service before them as a permanent career. The old political Consular Service has gone; the Service to-day is probably the finest business organization in the world, no matter from what viewpoint it is considered. Underpaid, yes—emphatically yes—considering what their work means to the American business world, considering the requirements for admission to the service, even considering remuneration offered their consuls by other, and smaller, nations. But in one way this moderation in payment is a good thing so long as it is coupled with the high requirements of the State Department. If it meant that we got cheap men who were willing to work for a low wage, it would be bad; but as it really means that we not only get men who can fill the rigid requirements of the service, but who also are willing to make sac-

rifices in order to do work which appeals to them—that is very good indeed. Many a consul has graduated from a four or five thousand dollar consulship into a business position which has paid him many times that; but for the sake of the service let it be truly said that for each one of these, a hundred have stuck to their jobs under the old flag in defiance of tempting offers from outside.

Some people are apt to think, even yet, that a consulship is a sinecure—and that the salaries are exorbitant. Let us see.

#### SALARIES AVERAGE SMALL

According to the Diplomatic and Consular Service Bulletin just issued by the State Department, we have just two Consuls General who draw to top salaries, \$12,000 per year. These are at London and Paris—and I suspect that a thousand a month will not compare very favorably with what the British or French managers of some American business houses are receiving. Yet our trade with England the last fiscal year amounted to \$2,675,356,916, of which over two billions were exports. With France our total trade was \$888,834,564, of which exports figured to the extent of a little over \$700,000,000. Or to put it another way, we paid our two Consuls General \$24,000 salaries for supervision of trade districts to which we exported just a little less than three billions of dollars' worth of American goods, and from which we bought about seven hundred millions.

Next in salaries are the Consuls General of Class Two, at \$8,000 a year. There are twenty of these, located in the big cities of the world. Twenty-one Consuls General receive only \$5,500; one receives \$4,500—and that is all of the Consuls General.

Now, coming to consuls, there are eight classes, graded according to salaries, which run from \$8,000 down to \$2,000—most of them down. Our consul at Liverpool is the highest paid; he alone gets \$8,000. There apparently was only one \$8,000 salary and he got

it. This was also true of Class Two, which has only one member, our consul at Manchester, who gets the only \$6,000 salary listed. There are more of the \$5,000 class—forty, in fact, and thirty-seven in the next class which watches our foreign trade affairs at a salary of \$4,500. Next is the \$3,500 class (we are now getting into salaries comparable with the earnings of mechanics—and window-washers) which numbers ninety-six consuls; the \$3,000 classification shows eighty-three names listed; the \$2,500 class, fourteen names, and the last class, at \$2,000 per year, one name. Summarizing, of 342 consuls, 263 receive salaries of \$4,000 or less; 194 of \$3,500 or less. The total salary list for the 342 consuls I have listed amounts to \$1,002,500—or an average of just about \$2,900.

Very probably some readers will say: "But can we get good men for that?" That isn't the question, however. We do get them—we have got them. The real question is: Should we not pay good men more than that? The answer I leave to the American Business Man—and to Congress.

That is one phase of the matter; another to be considered is what these consuls and their assistants do for their salaries.

The answer can be given along very broad lines: Everything possible for the extension of American trade and commerce, and the protection of American interests. More specifically, concerning the former, they must report to the State Department everything of interest or value to American manufacturers, exporters, importers, business men, farmers, and a very large number of other people. Just how many reports are received daily from consular officers I am not in a position to state. Some of these reports, however, appear in what is known as the *Daily Commerce Reports* (formerly the *Daily Consular Reports*) which run from sixteen pages of printed matter up to three times that number, and which are issued six days in the week. These trade reports cover everything

from the tooth-brush trade in Borneo to the balance of trade between the United States and other countries. And these reports represent only a fraction of the information sent in to the Department by our consuls. Special market opportunities are also sent in regularly, and published from day to day in these Commerce Reports. Special circulars, on certain phases of trade in the various countries of the world, are issued from time to time as prepared by the consuls. Annual reports are required from every consul, covering the trade for the year in his consular district—and these are really handbooks of trade for the country concerning which they are written. Letters from American inquirers are answered by the tens of thousands, and inquiries from importers and exporters in foreign countries in the same quantity. American catalogues are kept on file in every consulate, and it is the duty of the consul to see that they come to the attention of importers in the place he is stationed. Information of importance to American importers and exporters is cabled to the Department, such as changes in customs, fluctuations in exchange, etc. Lists of importers and exporters are prepared and sent to the Department, eventually to become part of the general file maintained by the Bureau of Foreign and Domestic Commerce, which receives them from the State Department. Certification of invoices of goods to the United States occupy part of the consul's time, and there are various other things which he does—if he has opportunity. All in all the post of American consul anywhere should not be sought by a person looking for an easy berth. Nor should the American business man overlook the very great importance of the work that this "backbone" of our foreign trade service is rendering.

#### THE DIPLOMATIC SERVICE

The maintenance of "friendly relations," manifestly, is important in the development of our foreign

**Two and One-Quarter Million**  
(2,250,000)

**Circulation *Guaranteed***

BY

**Pictorial Review**

(Member A. B. C.)

The white paper situation having somewhat improved, and our new \$3,000,000 printing plant being now completed and fully equipped, Pictorial Review has again started on its upward circulation progress, which began about ten years ago, and which has placed Pictorial Review in its present position as the first woman's magazine in the country, with the largest circulation at 25c per copy.

And so, beginning with the October, 1921, issue, and through 1922, Pictorial Review will guarantee an average monthly circulation of two million and a quarter (2,250,000) (based on A. B. C. figures), of which at least 95% is to be **net paid circulation**, or a pro rata rebate if the circulation falls below this figure. This is virtually the equivalent of a reduction of 12½% from existing rates.

**Pictorial Review**

*Laure Block*

Advertising Director

## *Announcing*

*F*OR a more complete service to meet the requirements of our clients and prospective advertisers we announce the opening of a new office at

*1056 Hanna Building  
Cleveland, Ohio*

MR. W. J. MURPHY, with years of experience in all forms of outdoor advertising is representing us there

OUTDOOR  
ADVERTISING  
EVERYWHERE

♦

**The O.J.Gude Co.N.Y.**

trade. In fact, "friendly relations" are easily commutable into "trade relations," as we have discovered. In this respect our Diplomatic Service is important to the American foreign trader, as it is also important in seeing that there is no discrimination against American goods. More and more are our diplomats coming to be business men. As the time for the political consul is past, so is the time for the exclusively "social" diplomat. We have learned that a man may be a business man and still receive *entree* to good society and be at home therein. About the time that the shirtsleeve consul began to put on his coat, the silk-hat diplomat began to take off his hat. And that was the time that our foreign trade began to increase. The consul who practically said, "To — with our trade: I'm busy," and the minister who couldn't soil his immaculate gloves with anything so beneath him, have given way to clean-cut, sensible, hard-working men who know that their jobs mean work, and that their titles mean business—without losing sight of the fact that dignity of office is not endangered by the use of brains and decency. Many a big deal has been put over for this country by diplomats in the last ten years; bigger ones and more of them will be put over in the future. Consuls may well be called ambassadors of trade; our diplomats may equally well be called ambassadors of friendship—and that is an important factor in the equation of international trade.

When the Bureau of Foreign and Domestic Commerce was organized arrangements were made for it to handle the trade reports of the Diplomatic and Consular representatives, rather than to have them issued through the Department of State. Later the Bureau appointed Commercial Attachés, assigning them to various embassies and legations; also Trade Commissioners, both resident and traveling, the former to be stationed at certain posts, the latter to make investigations in various countries from time to time as instructed.

The Bureau of Foreign and Domestic Commerce has four geographical divisions, namely: Latin-American, European Division, Near Eastern Division, Far Eastern Division.

These four divisions conduct the informational work of the Bureau, the distribution in this country of information obtained from the various sources controlled by the Bureau, and they also secure and prepare for distribution a large amount of information from publications of foreign countries. A Foreign Service Division exercises supervision over the foreign trade service and a District Office Division co-operates with the Chambers of Commerce and co-operative offices and the branch offices of the Bureau. Besides these, the Bureau has a Statistical Division, a Foreign Tariffs Division, a Research Division, an Editorial Division, and a Correspondence and Distribution Division.

#### COMMERCIAL ATTACHÉS

Attached to a number of our embassies and legations, or assigned to others from time to time, and having semi-diplomatic standing, are our Commercial Attachés. These attachés, of which there are twelve now listed, have trade functions which are comparable to those of the consuls in that they consider trade conditions in the country in which they are stationed, but along more general lines, and their reports and functions are of a more general nature than those of the consuls. In other words, a Commercial Attaché in London, for example, would have to consider British trade generally, while the numerous consuls in the British Empire would be considering it as concerned their own individual consular districts. Possessing semi-diplomatic and semi-consular functions with respect to trade, the work of these Commercial Attachés is of a very decided importance to American business, and the archives of the State Department and of the Bureau of Foreign and Domestic Commerce contain innumerable evidences of their

value. This value is not restricted to general information for American exporters or importers; on the contrary, there are a large number of instances where the work of the Commercial Attachés has resulted in specific orders being placed in this country. It has been shown repeatedly that almost every order for American goods secured through the influence of the Commercial Attachés—and, as I have said, there are many of them—amounts to more than the cost of the Commercial Attaché's services for the entire year. Some of these orders run into millions of dollars—orders which are the direct result of the activities of the Commercial Attachés, and besides these there are many more millions of dollars' worth of sales made indirectly as a result of these activities.

It will be remembered that last spring, Congress had the pious idea of eliminating our Commercial Attachés by cutting off the appropriation for their payment. Announcement of this proposal stirred up such a storm of objection from the manufacturers and exporters of the country that the members of the Appropriations Committee were swamped with telegrams and letters and such a myopic and false economic proposal killed forever.

The work of the Trade Commissioners of the Bureau is similar to that of the Commercial Attachés, although there is no duplication or overlapping of activities, and although Trade Commissioners are stationed at many posts where we also have Commercial Attachés. We have at the present time Resident Trade Commissioners located in the following places: Berlin, Buenos Aires, Brussels, Constantinople, Copenhagen, Johannesburg, London, Lima, Madrid, Melbourne, Mexico City, Paris, Prague, Rio de Janeiro, Rome, Singapore, Warsaw and Zurich. There is also a second group of commissioners, classified as "Trade Commissioners on Special Assignment."

It may well be pointed out that every one of these Trade Commis-

sioners on Special Assignment is a specialist in the line which he is investigating and that because of this fact the most authoritative reports obtainable on these various subjects will eventually reach the hands of the American business public.

These factors, then, constitute the country's governmental foreign trade service, and it would seem to be manifest that little improvement can be made so far as quality is concerned. Quantity is another matter. With a foreign trade amounting to over thirteen billions of dollars for the last fiscal year, American business men should make Congress as well as the executive branch of the Government, feel that this trade should be handled in a business-like way, that no false economy should be practised for any political or other effect.

Every American business man should look upon this foreign trade service as an integral part of his own organization, especially if he has foreign trade interests. And as he would do with his own business, he should see to it that this world-wide organization is not prevented from functioning on a 100 per cent basis through lack of proper legislation and proper funds.

### Join Staff of Gray Agency, Kansas City

J. W. Hubbell, formerly with the National Biscuit Company and more recently with the Kansas Moline Plow Company, has become office manager of the F. A. Gray Advertising Company, Kansas City, Mo.

Other appointments to the Gray agency staff include L. D. Clark, formerly assistant sales manager with Anderson-Gustafson, Fort Worth, Tex., Frank Bumpus, formerly advertising manager of Smith & Sons, maker of road-grading machinery; and C. F. Goodman, formerly in the advertising department of the Moline Plow Company. Mr. Clark and Mr. Bumpus are account executives with the Gray organization, and Mr. Goodman is assistant copy chief.

F. L. Perkins, who has been engaged in advertising and publicity work in San Francisco, has been appointed advertising manager for the Northern division of Harold L. Arnold, San Francisco, Hudson-Essex motor car distributor.

# BUTTERICK

Announces an  
INCREASE in CIRCULATION

Commencing with  
Fall 1921 issue the  
GUARANTEED  
CIRCULATION

of the

BUTTERICK QUARTERLIES

will be increased  
to an average of

700,000

copies, ninety-five  
per cent. net paid

# BUTTERICK

*Publisher*

## Printers' Ink Weekly Circulation Report

	CURRENT WEEK	SIX MONTHS AGO	ONE YEAR AGO
Date of Issue <b>March 17, 1921.</b>			
Edition Ordered	19,400	17,600	18,000
Actual Run	19,400	17,600	18,000
New Subscriptions Received	130		
(a) 6 mos.	15		
(b) 1 yr.	125		
(c) 3 yrs.	—		
Renewal Subscriptions Received	119		
(Prior to expiration <b>77</b> after expiration <b>42</b> )			
(a) 6 mos.	—		
(b) 1 yr.	119		
(c) 3 yrs.	—		
Net Paid Gain	4		
Net Paid Loss	—		
Total Paid-in-Advance Subscriptions	16,530	14,767	15,053
Newstands Sales	2,625	2,060	2,197
(a) American News (net sales)	2,224	1,800	1,923
(b) Direct Out of Town (net sales)	399	260	274
Voucher Copies Mailed to Advertisers	497	202	185
Uncut Copies for Bound Volumes	175	175	175
Complimentary	—		
Samples	12		
(a) Requested	12		
(b) Unrequested	—		
Office Sales—Current	155		
Changes of Address	—		
Duplicate Copies	4		
Back Numbers on Subscriptions	—		
Service	65		
Miscellaneous Office Use	60		
Total Number of Copies Printed Since January 1	209,326		
Average Edition from January 1 to Date	19,021	17,846	17,544

x

High Water Mark

Signed *Frank H. Mearns*  
CIRCULATION MANAGER



# Sells Diamond Tools, But Advertises Service

Wheel Truing Tool Company Analyzes a Situation That Is Common  
in Industry and Reaches an Interesting Conclusion

By Wallace Blood

FOR some months past the Wheel Truing Tool Company, with general offices in Detroit, importer of industrial diamonds and manufacturer of diamond tools, has been advertising industrial diamond service. The reason for advertising service instead of appealing for direct sales of diamonds and diamond tools has back of it a new point in the solution of a sales problem which brings out some interesting divergencies from usual industrial-equipment advertising.

This advertising campaign was created to fit the peculiarities of the industrial-diamond business. Therefore, the following facts are pertinent:

Industrial diamonds come out of the same mines as those cut for gems. The diamond is a natural formation and is found in river beds, on the surface and in mines to a depth equalling approximately that of any mineral deposit. Between 90 and 95 per cent of all diamonds come, in normal times, from South Africa.

Diamonds are mined, primarily, for the purpose of securing stones suitable for cutting into gems. The by-product, which is given the general name of Bortz, is the grade obtained after sorting for gems, generally after six sortings. For the purpose of this article we will consider that Bortz is the synonym for industrial diamonds, or diamonds not suitable for cutting into gems.

Bortz is divided into many classes, the principal ones being enumerated as follows:

Names describing color: White, Grey, Black, Light Brown, Brown, Dark Brown, Canary Yellow, Pink, and Green.

Names describing quality: Perfect, Selected, Finest, and Fine.

Names describing shapes: Oc-

tahedrons, Rounds, Flats, Ballas, Irregulars, and Cleavages.

Names describing classifications and purposes for which used:

Crushing Bort (which is crushed into diamond dust and used for lapping purposes), Saw Bort (stones from which saw teeth are made and which are used for sawing stone and marble), Drilling Bort (used in rock drills for mining purposes, Glaziers (used for cutting and etching glass), Splints (sharp, pointed splints of diamond used for small drills, for turning jewels for watches, engine turning, engraving, etc.), Slabs (for making shaped turning tools), Flats (the crystals or parts of crystals into which holes are bored so that they can be used as dies for wire-drawing work), Tool Borts (which are set in holders and used for truing grinding wheels).

Brown, grey, and black borts, which are further subdivided by the terms "Selected," "Finest," etc., are very hard stones, but are apt to shatter if not properly set in the holders, due to the fact that there are very distinct cleavage lines in their structure. These stones are very frequently found in the natural state in the form of octahedrons and many users insist on this shape when purchasing stones, as it is considered that a more positive grip may be obtained in the setting.

## A JOB FOR A SERVICE DEPARTMENT

These diamonds are found in many shapes, variations of the octahedron and in squares and flat triangular form. Some claim that the stone having the greatest number of sharp points will give the most service. Others argue that the round or Ballas-shaped stone will give far greater service if frequently reset, as the points

of an octahedron wear down very rapidly, causing a greater reduction in weight for the amount of work accomplished.

The Ballas differ from other stones in their formation in that there is no direct cleavage line to be found in them, the crystals being built up around the centre and following no regular lines of formation, resulting in an irregular, knotty stone which is hard and tough.

As there is a vast difference in industrial diamonds, so, too, there is equal complexity in the selection of diamond tools. Unless used as diamond dust for a grinding or lapping agent all industrial diamonds must be mounted in a tool to perform the function for which they are purchased. The design of diamond tools is a science, the mounting of diamonds in these tools is an art. And the reason for the Wheel Truing Tool Company advertising campaign is in the difficulty of selecting diamonds, the science of designing tools and the art of mounting diamonds in the tools.

Assume the position of a buyer of industrial diamonds, diamond tools, or both. It is quite out of the question to consider that this buyer can study the quality of diamonds or the value of diamond tools to the extent that he is an absolutely competent purchaser. He must rely on the advice of those who do know in order to buy with greatest economy. This condition holds true of the majority of the diamond buyers in the country.

Now you will see why it was really the logical thing for the Wheel Truing Tool Company to advertise service. This company has imported diamonds and manufactured diamond tools through twelve years. It has had the opportunity to study every kind and grade of diamond in every conceivable kind of work. Moreover, it has enjoyed a prolonged patronage from concerns who, admittedly ignorant of the diamond business, abided by its recommendations and found these recommendations to be right. Therefore, the company

had something to sell far more important than diamonds and tools—it had a service with a foundation of most economical diamond use for all of its consumers.

Most industrial diamonds look alike to the untrained diamond man. Consequently, the industry presents opportunity for selling inferior diamonds at a low price, just to get the business.

The company's policy automatically created an advertising campaign, and the appeal is "minimum cost per dressing." The company knows its business well enough to guarantee "minimum cost per dressing," which is the only guarantee given with diamonds or diamond tools. However, it is an all-inclusive guarantee. If the stone is too small for its work the cost of dressing will be too high. The same is true if the stone is of the wrong grade, is defective, or is in an incorrect mounting or tool.

Yet another angle which ties up the service argument is the fact that diamonds wear away in use. The company relaps and resets these worn diamonds for its customers at minimum cost. This relapping and resetting is the delicate work of diamond experts and is seldom attempted by industrial institutions. Tying this service work up with the cost keeping system, the company reweighs each stone after it is reset, stamping the weight of last resetting on the tool. This permits the cost department of the factory to inventory the diamonds and determine their shrinkage-in-value-by-wear at a glance.

There are no doubt many concerns, which, if they analyzed their business in the same thoroughness that Wheel Truing officials did, would find they were not selling a product at all, but were really selling a service with the product as a means to an end for this service.

#### Agency for Auto Accessory

The advertising account of the "Chapman Trouble Finder," an automobile tool, has been placed in the hands of Burnham & Ferris, New York.

# The New York American

*announces the appointment of*

EDWARD C. WRIGHT

*as*

AUTOMOBILE MANAGER

Mr. Wright comes to us  
from MoToR where he  
served as Business Manager

April 1st, 1921

# A "Silent Salesman" That Works for the Manufacturer

Printed Sales Points on Display in the Store Will Often Make Sales, Even if the Clerk Is Indifferent

By I. W. R. McDowall

Vice-President, Quaker Lubricant Company, Minneapolis

**M**ERCHANDISE sold to the average country merchant is only partially sold. The salesman gives the merchant his sales story, who, being duly impressed, signs the order. The merchant hears new sales stories every time he takes on new articles. He may have a storage warehouse for a brain and retain the essential points of each story. But—he usually is too busy to pass on the good word to his own selling force.

What happens? The goods arrive and are duly put away. Just one more item to the many dozens or hundreds already in stock. No selling interest has been aroused in the salesperson's mind; in fact, he rather resents the newcomer with which he is not acquainted and on the purchase of which he has not been consulted.

Supposing that before the salesman had gotten very far along with his sales story, the merchant had said, "Wait a minute, this sounds pretty good to me; I want my people to hear it," and had called those interested, saying to them, "This man's line appeals to me and I want you to hear his sales story." They would feel a personal interest in its sale and development and, best of all, know its selling points.

Few merchants do all their own selling. They employ salespeople. Of what benefit is the salesman's story to these essential factors in his success unless they hear it, too?

How seldom one meets a salesperson in a store who can give him a short, logical reason why he should pay the price for the article in question. The usual procedure is to show one or more articles at different prices and leave it to the buyer to decide which is the best purchase.

What is the answer? It is that the salesperson does not know the talking-points of the various priced articles and consequently cannot talk them. If one happens to be nationally advertised, the purchaser recognizes it as such and is prone to accept it in preference to the unadvertised article.

But—no salesmanship enters into the transaction.

Country merchants, yes, even city buyers, should make it their business to insist on every manufacturer's salesman telling his particular sales story to those persons in his employ who would handle the article in question. And not only tell it to them on his first call, but have him give them a short sales talk every time he visits the house.

Of course, objections, such as interruption to business, etc., may be raised, but if there is an earnest desire to teach and to learn, these can be overcome. The effort to push one's particular line should not stop there. The silent salesman should be added.

Our particular line is lubricating oils, and in order to attract consumer-inquiry in the hardware or implement store or garage we have prepared a card for our dealers to display, reading as follows:

## ASK FOR

<i>Quaker State Medium</i>	
Flash .....	450°
Fire .....	510°
Cold Test .....	20-25
Gravity .....	29-30
Viscosity @ 212° .....	55-60

<i>Quaker State Tractor</i>	
Flash .....	485°
Fire .....	550°
Cold Test .....	35-40
Gravity .....	27-28
Viscosity @ 212° .....	90-95

Readings of an oil indicate its quality. The Best Oils made from Pennsylvania Crude.

Every run certified by an independent chemist.

# MoToR

*announces the appointment of*

ROBERT P. DAVIDSON

*as*

BUSINESS MANAGER

Mr. Davidson was formerly in charge of advertising activities for MoToR in the West, as Western Manager

E. H. McHUGH

formerly Detroit Representative for MoToR, has been appointed Western Manager

April 1st, 1921

Here you have the whole story. Their gravity shows they are made from Pennsylvania crude.

The combined readings show them to be the quality of the Pennsylvania oils on the market.

Their uniformity is guaranteed because a sample of each run of the refinery is sent to a chemist not in their employ who checks the readings.

The usual greeting in, say, a country hardware store of the proprietor or clerk, is the terse word "Something?"

Having sold whatever that "Something" happens to be, further salesmanship is usually considered superfluous and the customer is allowed to depart with his purchase.

He isn't told that the store carries the best Pennsylvania oil procurable; that they have taken on this or that washing-machine with a few words as to its special features, or that a shipment of porch or door screens will be in next week, etc., etc.

He came in for "Something," he got "Something," why bother about "Anything" else?

If, however, while the clerk was wrapping up "Something" a salesman equally as "silent" as the human specimen, but carrying the sales-value points of certain standard articles were displayed round the store, the customer could be reading why he should consider purchasing them, either at that time, or when he next needed them.

Their display would also keep the fact that they were in stock continually before the salespeople.

Telling one's sales story to the sales force, plus attractive logical "silent salesman" display cards, will increase consumer-interest and sales totals.

#### Receiver for Illinois Staats-Zeitung Co.

The Illinois Staats Zeitung Publishing Company went into voluntary receivership last week on a petition instituted by the directors of the company. Fred H. Turner, business manager, was appointed receiver. The company's newspapers will continue appearing as usual.

## "Legible" or "Distinctive" Trade-Marks

EAST BOSTON 28, MASS.

Editor of PRINTERS' INK:

Can you give me any definite information or any idea where the information can be obtained that will answer these questions:

A. Which is the more legible trade-mark: the word CELLO printed in upper and lower case, or printed entirely in upper case?

B. Is there any reason from the standpoint of good advertising practice with a view to results, why the word trade-mark should or should not be used in connection with the trade-mark word? There is of course a legal phase to this and bearing the legal aspect in mind, what is the general opinion pro and con on this particular question?

A. S. CAMPBELL COMPANY,

J. G. CAMPAZZIE, Sales Manager.

IT is generally true that a combination of upper and lower case letters is more legible than all caps. But it does not necessarily follow that a trade-mark word set in upper and lower case will be more *distinctive* than one set in caps. It should be remembered that the recognition value of the trade-mark is more important than its legibility, and the main thing is to design a symbol which will be recognized instantly, whether the individual letters can be read or not. It is thus not a question of upper or lower case, but of one design rather than another.

As for including the word "trade-mark," this ought to be done, in our opinion, whether it has any advertising value or not. In fact, the advertising value of a trade-mark is entirely secondary to its value as a mark of origin, and the less attention that is paid to its advertising value the less trouble it is likely to cause later on. Furthermore, in considering this whole trade-mark problem, it is the trade-mark as *attached to the goods* which should be considered, and not the symbol as used in advertising copy.—[Ed. PRINTERS' INK.]

The W. A. Sheaffer Pen Company, Fort Madison, Ia., has placed its account with the Wm. H. Rankin Company, Chicago.



## The Strong Outstanding National Medium

By advertisers, as well as by the general public, MACLEAN'S is looked upon today as something more than a Magazine—it is an institution of national importance.

It is known, and read, and quoted, in every city, town and village. It reaches the "leadership" families in practically every community right across the Dominion, and it has the active interest of every member of the family.

Whether their product is intended for this country's hard-headed business men, its ambitious young people or its home-making mothers, advertisers who make a thorough investigation of Canadian conditions and Canadian mediums invariably decide upon

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

as the first publication to use and the broad base upon which to build a successful campaign. Some concentrate their entire Canadian advertising effort in this one medium.

*Write for A. B. C. Data, Rates and Sample Copies*

**THE MACLEAN PUBLISHING COMPANY, Limited**  
183 University Avenue, Toronto, Ontario

*What  
the  
Critic  
Said*



An English actor displayed his press cuttings to an American play producer. "Those are the advance notices, show me what the critics wrote," said the manager. In the light of this admonition I exhibit the following letter from Dean Quillin of the College of Commerce and Business, Toledo University.

"I desire to express to you my great appreciation of your address, 'Emotion in Advertising,' which you gave February 9th as the opening number of our course of lectures on Advertising in Toledo University. The charm of your personality, the beauty of your spirit, and the strength of your thinking, all combined to make upon this group of men and women an unusually favorable impression. We feel highly honored that we could have a man so prominent in the Advertising field as our opening speaker."

**JAMES WALLEN**

*Persuasive  
Advertising Copy*

J. JAY FULLER  
EXECUTIVE ASSOCIATE

STUDY:  
EAST AURORA 'N' Y



## Preach Americanism in Employees' Magazine

Better Americanism can be effectively preached to employees in magazines which employers publish, H. D. Gottlieb, of the Atlas Ball Company, Philadelphia, said before a conference on employees' publications in Philadelphia.

Mr. Gottlieb said:

"In the United States there are almost 37,000 manufacturers rated over \$100,000, and almost 15,000 rated over \$250,000, and yet there are only 500 who publish purely industrial papers. The field has only been scratched, yet the 500 papers now published and the many which will surely follow the return of business have an opportunity to influence the minds and shape the thoughts of millions of readers which can only result in a better Americanism, vastly improved industrial relations and better conditions for all.

"Employees are shown that equality of opportunity in the United States is a fact and not a half-baked theory. Readers are shown that a clean-cut fairness in all dealings, faith in American principles and institutions and equal opportunity to all are the distinctive features of America. They are shown that, on the whole, men in this country are judged on the basis of their own individual ability and merit and not on their membership in any class, whether that class be founded on religious, social or industrial grounds.

"The educational material in employees' magazines can prove of incalculable value in adhering to a broad, sincere, human, American viewpoint before which agitators, radicals and half-hearted Americans cannot stand."

## Australian Advertising Man with Sacramento Company

James Stephens, who has been advertising manager of stores in Melbourne and Sydney, Australia, has become advertising manager of Hale Brothers, Inc., Sacramento, Cal. Mr. Stephens was one of the organizers of the first advertising club in Australia—the Sydney Club.

## J. B. Shiffer Joins San Francisco Lithographer

J. B. Shiffer, formerly vice-president and art director of The Arthur M. Crumrine Co., Columbus, O., and later with Botsford, Constantine & Tyler, Portland, Ore., has been appointed chief of the creative and promotion department of the Union Lithograph Co., San Francisco.

## Reed Parker with Detroit Agency

Reed Parker, of the Chicago soliciting staff of Lord & Thomas, advertising agency, will join the agency of C. C. Winningham, Detroit, in a similar capacity on April 1.

## Hypothetical Company Becomes a Reality

Addex, Inc., of Rochester, N. Y., is the name of a company that is the outgrowth of the work of the Rochester Ad Club's educational committee of last year. The committee planned the theoretical organization of a company to take those interested through the processes of incorporation, securing a trade name and formulation of advertising and selling plans. Then it was suggested that a real company be formed and after that, to give added interest, that it choose a product to sell—something that would require little capital. Two hundred shares of stock were issued of \$5 each—sold to club members only.

A tarred-felt product was chosen that will keep moths away from clothes. Twenty-five thousand packages were put up by a Rochester concern. Although the regular season was well advanced before the product was put on the market, there was a fair sale and a number of druggists placed repeat orders.

"Several of the company directors," Arthur P. Kelly, club secretary, tells **PRINTERS' INK**, "believe that it can be made to pay a handsome profit if someone will take it over and push it and that is probably what will be done. One of the men interested will probably take over the entire company under an agreement to pay to Addex, Inc., a certain percentage of profits."

## Newsprint Output Decreased in February

The newsprint output of American mills in February of this year, 103,040 tons, decreased in comparison with the output of February, 1920, 114,235 tons. The combined output for the first two months of this year was 226,870 tons against 243,898 tons a year ago.

Shipments from mills also fell off, amounting to 212,457 tons for two months against 231,312 last year, and mill stocks on hand February 28 were 39,176 tons against 27,955 a year ago.

Imports of newsprint in January were 68,948 tons, of which 53,922 came from Canada. Shipments the same month a year ago amounted to 57,574 tons, practically all of which came from Canada.

Germany shipped 4,061 tons to this country during January. In December, 1920, she shipped more than 14,000 tons of paper.

Sweden, Norway and Finland shipped 10,517 tons to this country in January of this year.

## Sealer Company Will Advertise

The Johnson Automatic Sealer Company, Ltd., of Battle Creek, Mich., maker of machinery for filling and sealing cartons, will start out at once upon a business paper advertising campaign. The account will be handled by the Conover-Mooney Company, Chicago advertising agency.

## How Victor Educates the Retailer

(Continued from page 10)

ably did the best she could on her limited knowledge of music. The customer had asked for a dance piece. If she did not have what he wanted, would not another dance record answer? Nobody could say that she had not tried.

The Victor company gathers together a class of twenty or twenty-five men (or women). They represent all types, from the beginner to the veteran. Few, generally none, have more than a bowing acquaintance with music. Some of them may be able to recognize the difference between the record of a violin and a cello selection. A record is something they like or do not like. They frequently have preferences among the records they sell—disastrous preferences, like the very latest popular hits.

### A CLASSIFICATION OF RECORDS TO HELP SELL

The class is gathered together and one of the first things presented to the members is a chart for classifying records. This classification is the ground plan upon which instruction is to be given to them. They are shown how to classify records for themselves by an examination of the principles used by the company in classifying records.

For example, there are many kinds of songs—songs of a reminiscent nature, catchy, rhythmic songs, forceful dramatic songs and the like. Then there are instrumental selections of many sorts—violin, piano, orchestra and bands. Of these there are various kinds, each kind appealing to a different sort of listener—to different kinds of emotional natures—to people of more or less cultivated musical tastes.

The idea behind this classification is that if the purchaser of

records likes a red seal record well enough to buy it, there must be a quality in that record that appeals to his emotions, and that other records having the same quality will make the same appeal. A person frequently likes a certain record without knowing exactly why.

To illustrate: A dealer pointed out a certain customer to a Victor representative.

"That man comes in about once a week. He brings with him a list of twenty or more records of standard pieces. After he hears them all, he selects perhaps one out of the lot. It doesn't pay to wait on him. He never seems to know what he wants. See what you can do with him."

The Victor man looked at the list which the customer held out to him. The first record was the "Cujus Animam, Stabat Mater," by Caruso. After it was played the customer asked if he might hear the next one. The salesman said:

"You didn't care for that record very much. You must have a lot of good records at home. Name over a few of your favorites."

He didn't know, but one he played more often than others was a violin record by Kreisler, "The Rosary." That gave the salesman an idea.

He went to his stock rack and looked up record No. 64502, "The Rosary," by Kreisler. On the label attached to the stock envelope containing that record he read a brief annotation which told him the record was played throughout with double stopping. Evidently, then, this customer liked the two-voice harmony produced on the violin by playing on two strings at once. At the bottom of that same label the numbers of three other records were given, all violin records of a similar musical appeal and all played with double stopping. He got the first one mentioned, No. 64406, "Viennese Melody," by Kreisler, and learned from glancing at the annotation on the label that it was played throughout with double stopping, that it was a languorous waltz melody; in

## Would You Try To Sell Him An Auto?



Somewhat of a proposition like trying to sell refrigerators to the esquimaux, or fur coats to the African!

What wasted effort! Yet not much more wasteful than blanketing the country with high-rate, large circulation magazines that reach everybody and nobody, when your products or service can be bought *only* by the executive or the banker—the one man in a thousand. No wonder the call is for retrenchment and the more efficient use of the advertising dollar.

To sell the executive—banker—and corporation director, use this no-waste, all executive circulation magazine—reaching the men you want to reach in places you can reach them.

# the MAGAZINE of WALL STREET

42 Broadway, New York

Member A. B. C.

Interesting circulation analysis sent on request.



## ABOUT NEW YORK

The Sales Manager or Space Buyer who is actively interested in the New York Market is invited to send for "The New York World's Buying Centers of Greater New York."

This eighty-four page book contains fifteen snapshots from the sky; twenty-one from terra-firma; seventy-five maps and a dozen other graphs and charts.

For those interested only academically in the New York Market we are reserving a limited edition of one hundred copies which are available at twenty dollars per copy.

fact, an old Viennese waltz arranged for violin.

He took it to the customer, pointed out the features referred to and asked him to listen to the lovely two-voice harmony throughout the record, the same harmony that had probably made his record of "The Rosary" one of his favorite records. After vouchsafing this interesting information the salesman retired and went back to his stock to select another record which would appeal to this customer.

Instead of getting the other two records mentioned on the label of "The Rosary" as being of similar appeal, he went to his classified card-file and selected a record of an absolutely different nature. This was not a violin record, but a vocal record, a record that formed a contrast to the one just played. It was No. 88093, "The Bolero," sung by Schumann-Heink. Equipped with the information given on the label for this record he took it into the room as soon as the "Viennese Melody" had finished playing and told the customer this was one of Schumann-Heink's favorite records. It was a wonderful recording: full of runs and quick-scale passages and a record that compared favorably with the records of great coloratura sopranos, though it was sung by the famous contralto. He asked the customer to listen particularly for the lovely long trill at the end. The melody of this song is a catchy Spanish Bolero.

He continued to work in this manner till late in the evening, placing all those records the customer expressed a liking for in a pile on the bottom shelf of a table. Finally the customer said he would have to go and he asked the salesman to total up the records on the shelf of the table. He did so, and the amount was a little over \$60. The customer took them and paid for them on the spot.

#### SKILFUL WORK IN DIRECTING A SALE

Before the customer left the store he told the salesman he made up his lists by selecting them by title from the catalogue. If

the title sounded attractive, he put it on his list. He knew of no other way. The salesman had played only the first record on this list and had ignored the rest of them. The records he had played were those he thought would appeal to the customer and, furthermore, were records he had in stock.

With the chart as a guide, each member of the class is required to work out a classification of his own. The students have a supply of cards (size 6 by 4 inches) with printed headings and blank spaces. Each student notes down the number of the record, name of the artist, title of the selection, its pronunciation in phonetic spelling. As the record is played he is required to write down its classification, whether it is a folk-song of some kind, a dramatic or operatic selection, an instrumental piece of a particular kind, etc. After this work has been done, his card-file brings all the records in the catalogue of a similar nature together in accordance with the classification headings.

Moreover, he must describe the melody, the volume and the speed. If there are special features, like a flute obbligato, or double-stopping in a violin selection, or pizzicato passages, these are to be noted on the card. Other things to be noted are the story of the selection, if there is one, the emotional appeal, and news. The latter might be a scrap of personal gossip about the composer or artist, as how "The Rosary" came to be written.

After the playing of the selection before the class, follows a discussion led by the instructor to make everything clear. Then the students file their cards away, each in his own index tray, according to the classification heads. This tray is his own possession, which he takes home with him. It is a tangible and valuable record of his work.

Boys who sit with glassy eyes during the first day's instruction, will during the last few days listen to records and point out minor passages in them, talk about Oriental music, say arpeggio and piz-

zicato as easy as swearing, know enough about rhythm, tempo, harmony, melody, barcarole, oratorio and tarantella to be serious about it, and can tell an intermezzo from a cadenza in the dark.

One of the greatest services rendered by the Victor company to its retailers is the way in which it relates the records to one another. This is a sort of attachment to the classification system.

The dealer arranges his records in numerical order in his stock-room. Each record is kept in a permanent stock envelope. On the outside of this envelope is a pasted label, bearing a description of the record, its musical features and a number of other points about it that will be valuable to the salesman, and in addition to this the number of three other records of similar quality.

Should it be known that a customer likes a certain record, the salesman, with no other information than the number of the record, can refer to the label on the permanent stock envelope, obtain from it the numbers of three other records of similar appeal, and offer them to the customer with confidence that he will probably like them. Each one of these three records refers to three other records, and so on.

Another scheme of great value to the retail salesman is a customer's record of purchases. One card is made out for each buyer of records. There are columns on both sides for listing a customer's record purchases according to the classification of each record already referred to.

This card record may be put to many uses. One of its most valuable uses is in the case of a customer who has not purchased in some time. The clerk refers to the card, notes the kind of records the customer has purchased more often than others, selects a few numbers of other records he would probably be interested in, and drops him a line or calls him up and tells him about them and that they have been set aside for him to hear.

The work thus being carried on

by the Victor company in its classes for retail salesmen is far-reaching. Students from all parts of the United States and from foreign countries are found in the classes. These men go back to their work not only qualified to preach the gospel of better music, but equipped to increase their sales of red seal records. Results, a few of which have been noted in this article, have been particularly gratifying, and the company's sales of its quality goods—red seal records—have been greatly increased.

Is it safe to assume that the consumer always knows precisely what he wants when he walks into the dealer's store or writes the manufacturer and asks for it? Or is it safer to assume that he will welcome advice before he is allowed to take possession of his purchase?

The experience of the Victor Talking Machine Company, as related in this article, makes out an excellent case for the manufacturer who believes in proffering advice to the customer before he buys, and other advertisers will probably find much in the story to suggest how they can lead customers for popular-priced leaders to become customers for their higher-priced quality goods.

### With Aeromarine Engineering Company

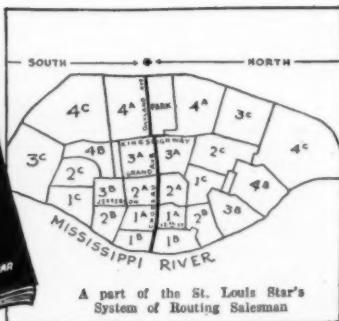
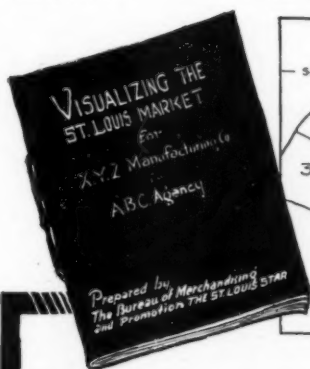
Henry A. Bruno, who was for a year and a half associated with the Manufacturers Aircraft Association in its publicity work, is now in charge of advertising and sales for the Aeromarine Engineering Co., of New York.

### L. L. Shaw Joins Kansas City Agency

Leslie L. Shaw, formerly of the advertising staff of the Curtis Publishing Co., in the Philadelphia territory, is now a member of the Kansas City sales staff of the Potts-Turnbull Company.

### Peter DeMott with S. T. Judson

Peter DeMott has resigned as president of The Beacon Ad Service, New York, and is now with S. T. Judson Service, advertising typography, engraving and stereotyping, of that city.



## MARKET INFORMATION ABOUT ST. LOUIS

The St. Louis Star has a thorough understanding of the St. Louis Market, based upon years of constant study and close contact with local retail dealers.

Valuable facts regarding the attitude of St. Louis toward specified products are available, or will be compiled specially, for seriously interested manufacturers or advertising agencies.

Unbiased information, determined by comprehensive market surveys, files of data, local statistics, and dealers' route lists with maps will be supplied upon request.

## THE ST. LOUIS STAR

*don't say "Paper"*  
*—say "STAR"*

Trade Mark Registered

National Advertising Representatives  
**STORY, BROOKS & FINLEY**  
Chicago      Philadelphia      New York





## The Congress—Chicago

**L**INKED inseparably with Chicago's remarkable development, the **Congress** dominates its ever-increasing list of wonderful hotels. Famed at home and abroad for years for the dignified luxury of its appointments, its distinguished clientele, courteous service and excellent cuisine, it is the scene of the most important conventions and conferences and the home of many of the nation's prominent citizens.

On January first, **John Burke**, for 21 years a **Congress** employe, was made its General Manager. Mr. Burke's first act when he assumed the general management was to appoint **McCutcheon-Gerson Service** as his advertising counsel.

His selection of **McCutcheon-Gerson Service** was based upon the ability of this organization to produce that type of advertising that dignifies as it popularizes. His judgment is confirmed by many other prominent men who have investigated this agency and employed its services.

### McCUTCHEON-GERSON SERVICE

CHICAGO

New York  
25 West 43rd St.

Main Office  
64 W. Randolph Street

London  
48 St. Martin's Lane



# Employees' Magazine More Essential Now Than Ever

Big Manufacturers Reaffirm Their Faith in These Mediums as Avenue of Communication between Employer and Employed

By Roy Dickinson

A NUMBER of inquiries have come to PRINTERS' INK recently asking about the present status of employees' magazines. Are they being discontinued as labor gets more plentiful, are they luxuries which should be cut off when business doesn't come so easy and all sorts of economies are in order, is it a good time to discontinue personnel work? These and similar questions indicate clearly the need for discussion of the subject.

It is my object to speak on employees' magazines and to speak very one-sidedly, in the hope that those who disagree will present their arguments. To me, their side of the case sounds like saying "is this a good time to stop co-operation" or "is it a propitious moment to scrap machinery." As I have attempted to point out in previous articles on industrial morale, the employees' magazine is one link in a definite, internal merchandising plan.

When a manufacturer decides to discontinue advertising because orders are coming easily, he suffers later when they come harder. The salesman who forgot how to sell when buyers were fighting for his merchandise, is having a harder time to-day than the man who kept his fences up by means of helpful advice and constant contact.

The plant that discontinues its personnel work and discards mediums designed to build a better understanding between management and labor, is going to find it hard to compete when increased production becomes necessary in the good times ahead. For another reason it would seem that the plant paper is of even greater importance to-day than before. The soap box orators are not

nearly so popular as they were a few months ago. It is therefore an excellent time to lay the facts of the business, before the employees. The man who is operating on a smaller profit basis to keep the plant running has at present an excellent opportunity to set forth the facts. A knowledge of real facts on the part of the men and women who invest their muscle in the business, means a better product, an easier one to sell. The employees' magazine offers an excellent medium in which to present these facts, so why think of cutting it out when most useful? Any good employees' magazine for and by the workers offers a chance for self-expression, under which are included suggestions to eliminate waste or improve the product.

## PLANT PAPER INCREASINGLY IMPORTANT

In a recent investigation several firms were requested by PRINTERS' INK to give their views on this timely subject. H. W. Cheney, employment manager of the Walworth Mfg. Co., of Boston, said:

"We are of the conviction that a plant paper is of increasing importance. We are constantly, though cautiously and slowly, broadening our policy as we go along. I believe that any properly conducted plant paper which has been discontinued, and was originally introduced with the statement that it was 'to promote the spirit of good-will and co-operation among our employees' is a tacit admission on the part of that firm that such good-will and co-operation is no longer of vital importance, due to the fact that the employer has once more gained the upper hand."

In the last analysis a large pro-

portion of all goods manufactured in this country are made to be sold to men and women who work with their hands. In the factories and on the farms are the men and women who make it possible for Ivory Soap, or National Biscuit, or William Wrigley, or Ingersoll to market the tremendous

"N. C. R. News" writes as follows:

"We are unable to understand why any company should stop publication of an employees' paper. The reason they give, that personnel work is no longer felt to be necessary, is one of the most selfish and unsound imaginable.

There never has been a time when personnel work in every branch of human activity has not been necessary, and so long as human nature is as it is, personnel work will always remain necessary, no matter whether it be among an organization of 'low-brows' or 'high-brows'.

"Of the many publications that most concerns get out, the employees' paper is the only one designed to strengthen the human element, the most essential element in the world. A company may disregard the strengthening of this element through the medium of an employees' paper, but it is a backward step if they do.

"We can give you no better evidence of our faith in the practicability of the employees' paper than by asking you to read the charts enclosed. We have tried to show in the one chart the various classes the employees' paper benefits and how. In the other, we have endeavored to awaken a keener realization in the minds of our correspondents as to the unlimited possibilities of the paper which it lies within their power to produce."

One of the charts which Mr. Zimmerman refers to is reproduced herewith. It sums up in concrete form the reason for existence of the employees' magazine

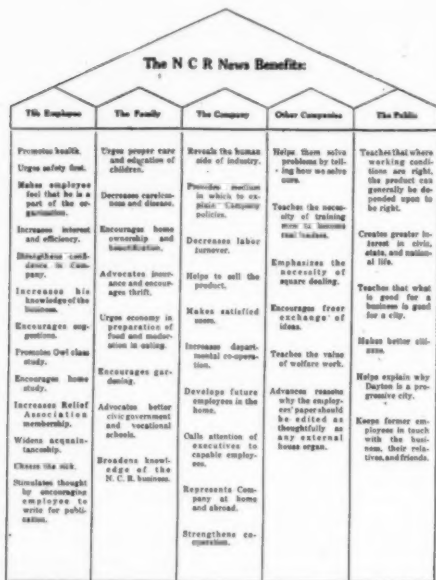


CHART SHOWING THE BENEFITS THE NATIONAL CASH REGISTER COMPANY DERIVES FROM ITS EMPLOYEES' MAGAZINE

volume that makes it possible for them to sell at a price within the reach of all and still keep their total profits large. Thus any movement based on revenge, or a desire to "get the upper hand" in the long run would mean merely gaining the ill-will of one's customers to state the facts on a mere business basis. Employers have a chance to preach true economics now and the employees' magazine is one of their mediums.

The National Cash Register Company believes in the value of a better knowledge of human engineering to solve its complex problems. The editor of the



*On Bulkley Boulevard—One of Cleveland's important automobile thoroughfares*

## ***How Outdoor Advertising Sells the Goods***

A car owner was telling how he happened to buy his first FALLS Cord Tires:—

"I saw a display of Falls tires and tubes in a window on Euclid Avenue," said he, "so I stopped and went in. The salesman convinced me that Falls Cords were a splendid buy, so I had two of them put on.

"That's all there is to that part of the story. But when I was driving home that night along Bulkley Boulevard, that big Falls sign hit me right in the eye, just as it had done every night for weeks. But this time you could have knocked me over with a feather! For up

to that moment it hadn't even occurred to me why I went into a store and bought Falls Tires."

If you like the word *psychology*, here is where it comes in. The psychology of outdoor advertising is that of constant repetition—telling the same story over and over to the same people, till it becomes a part of their unconscious thought—and action.

If you have an advertising message to deliver in Cleveland, Packer is the man to help you put it across.

**PACKER OF CLEVELAND**

**"Ask the Man Who Knows Cleveland"**

# Cleveland's New National Advertising Agency



CHAS. W. MEARS

*formerly of the Winton Company, Cleveland;*

WM. E. RICHARDSON

*Former vice-president of Lord & Thomas, Chicago, and*

RALPH E. BRIGGS

*former magazine publisher and agency account executive;*

have organized and will personally conduct  
a national advertising agency under the name  
of

**The Mears-Richardson-Briggs Co.**

Payne Avenue at 21st Street  
Cleveland

and are now prepared to bring to the advertising  
and merchandising problems of their clients a special-  
ized intelligence which is the result of many  
years of successful practice in the national adver-  
tising field.

Publishers are requested to send rate cards and such  
other information as they desire us to have on file.

and reveals its many-sided appeal far better than paragraphs of description. Advertising and sales executives will be interested in noting that the "N. C. R. News" benefits the company in that it "helps to sell the product."

In a recent interview in **PRINTERS' INK**, Geo. Ed. Smith, president of the Royal Typewriter Company, pointed out the responsibilities of management in the present situation. He showed that it was inconsistent for bankers and the heads of great business enterprises to preach greater production only to have their workers produce themselves out of a job and meet the statement now that there is overproduction. He pointed out that unless management shows to workers the fact that the rewards to both capital and labor must come from the final sale of the product, it is not making good on its job.

#### STRONG REASONS FOR CONTINUING PUBLICATION

The part that the employees' magazine can play in getting over this idea of better co-operation is shown in the following statement by M. B. Feldhammer, editor of "Munsingwear News," published by the Munsingwear Corporation: "With many manufacturers having plentiful labor supplies at the present time some of them feel that personnel work is not necessary.

"If any manufacturing plant could stop with the getting of their labor supply, the above statement might be true, but at this time of *all times*, when optimism, enthusiasm and efficient energy must be exercised to its fullest by the heads of all concerns in order that they may instil into the restless workers at the left of them, as well as those to the right of them, the necessity for stick-to-it-iveness, enthusiasm and efficiency, in order that the very best results may be had through their labor, then it is my opinion that personnel work is far more necessary now than it has even been before.

"My faith is not very great in a combination house paper where



## Quality • Quantity Character

**A**LL THREE are of importance to advertisers, but to Advertisers of High-Class Goods and Service *Quality* and *Character* of a medium are vastly more important than *Quantity* of Sale.

Very few *Quality* mediums have great *Quantity* sales but are none the less valuable for High-Class Advertising in their special fields.

But "PUNCH" has *All Three* attributes to an extent granted to no other British medium of its class:

**Quality, Quantity and Character** which happy combination of values accounts for the fact that its pages are always full of the most desirable advertising.

ROY V. SOMERVILLE  
Advertisement Manager "PUNCH"  
10 Bowyer Street, London  
E.C. 4, Eng.

## Just a Bit Unusual

HERE are thirty-eight publications that are not concerned with anything but paying their bills and producing better publications. Their readers are 140,000 college graduates who feel a sense of ownership in these newspapers. Serious consideration of advertising should be admitted without argument.

The thirty-eight alumni publications have a combined circulation of 140,000 college trained men. You can buy this circulation by units of a thousand. Request a rate card for your file, or ask to see a representative.

### Alumni Magazines Associated

Madison Sq. 5064 23 E. 26th St., N.Y.

ROY BARNHILL, Inc.

Sole Representative

New York Chicago, Ill.  
23 East 26th St. Transportation Bldg.

**"Those broadsides you sent to the independent shoe dealers on McElwain are certainly great."**

—Barton, Durstine & Osburn, Inc.

Before deciding on your advertising campaign in Rochester, write our Service Department and learn how we will co-operate in Merchandising your Product.

## Rochester Times-Union

First in Its Field

Circulation (A. B. C.) 64,018

J. P. McKINNEY & SON

Representative

334 Fifth Ave. 122 S. Michigan Ave.  
New York Chicago

bits of departmental news are interspersed with trade articles and trade problems. Please do not misunderstand me, I do not mean to infer that the workers of any manufacturing plant or store have not the proper degree of intelligence in the understanding of articles of this nature, but as far as the personnel work is concerned, I believe that the most good ultimately comes from a magazine which holds to the purpose of keeping itself always *for the workers and by the workers.*

"All people, as individuals, crave expression and a recognition of their expression. It seems to me that if they are seeking articles on trade they will naturally go to trade papers which furnish the material they are seeking, but when it comes to the matter of self-expression, the only medium for that is through that kind which deals only with the workers' own personal affairs. Our people know that they are at liberty at all times to use the magazine as a medium of self-expression. This comes through original articles (by themselves), suggestions, pictures, cartoons, jokes, departmental news, puzzles, contests and special departments for children.

"It means absolutely nothing to an art critic to see a picture of Tom Jones' baby boy, but to the members of Tom's department it does mean something, for haven't these people heard for months all about Junior's wonderful ability to do that which no other baby has ever done before?

"At the very beginning of our publication the idea was instilled into the workers of all the departments that the publication must always stand for clean material. Therefore, we have had very little trouble on that score. Our material, such as the articles and the 'would-be' poetry, will at times be crude and perhaps rhetorically incorrect, but if some little hidden talent in departments X, Y or Z dares to try its wings because we are not too highbrow to permit it, then why should we worry about literary critics?

"Outside of the statements that

## *To the business whose problem is* **FINANCE**

**I**T is not unusual for a sound, money-making business to reach a turning-point in its career. Its own growth or changed conditions create problems that must be solved if the business is to continue to prosper. Whatever form the problem assumes—whether it is a matter of expanding facilities, of intensifying sales effort, or changing location—it is almost always a **FINANCIAL PROBLEM**, often requiring more cash than is readily available.

You can easily find people who will raise money through the sale of doubtful securities to gullible investors. But for such money you always pay dearly, both in exorbitant commissions and in impaired credit. It is a poor way to solve your financial problem.

Our business is to aid going concerns in obtaining funds by proper methods and at proper cost. We are not bankers and do not make loans either as principal or agent. But if the facts warrant we will develop for you a sound financial plan, backed by clear proof, which will receive favorable consideration from reputable bankers and discerning investors.

If your business needs, or can use to advantage, additional credit or capital, we invite you to discuss your problem with us, in confidence and at no expense.

### **JOPLING & PERRIN** **REPORTS**

Telephone  
Bowling Green 7740

18 Exchange Pl.  
New York City

*Experience shows that bankers refuse more applications for credit because the right to the loan is not clearly proved than because the proper security is really lacking.*

# Luring The Palate Is Not Curing The Gums

Beware of the False Sensation of Cleanliness

**M**ANY tooth pastes are sold because they taste like jam. They perfume the breath for a few minutes. But the teeth go right on decaying. For the causes of tooth decay—the acid condition of the mouth, and the films and mucous plaques on the teeth cannot be removed by gelatin jam.

YOU DON'T "STRADDLE THE FENCE"  
WITH CALOX

CALOX—The Oxygen Tooth Powder—is a middle-of-the-road dentifrice—and nothing but.

CALOX forms Milk of Lime and Hydrogen Dioxide the moment it is moistened. These dissolve the film and plaques that shelter the bacteria of tooth decay, while the gentle "grip" and "bite" of the pure fine powder effectually removes them.

The oxygen liberated when CALOX is wet destroys the germs, and consumes the decaying particles of food they breed in. This is the only way you ever get real antiseptic results.

CALOX is completely soluble in the mouth fluids. It cannot form, any hard particles to lodge under the gum margins, and cause pyorrhea, and maybe the loss of your teeth.

DO N'T PUT STUFF IN THE MOUTH  
TO SOFTEN GUMS

Also, leading dentists agree that glycerine and oil—used in tooth pastes to keep them from hardening in the

tube—will have the same softening effect when used on a tooth brush in the mouth. If there is the slightest tendency on the part of the gums to bleed regularly, or if they are soft and spongy, pastes will usually make them worse.

Dr. Lyman L. Zarbaugh, in discussing this subject, says:

"When I take a patient off washes and pastes and confine him to powder the immediate beneficial result is apparent to the patient as well as to me.

"Bleeding, soft, spongy gums yield readily to the powder treatment, and the patients rarely go back to the confection dentifrice."

Remember, CALOX is a tooth cleanser—not a confection—the most effective agent for cleansing the teeth ever discovered.

## OUR GUARANTEE AND YOUR TEETH

Use CALOX for two weeks—brushing your teeth before retiring and upon arising. If your teeth are not whiter, cleaner and "feeling" better; if CALOX isn't the most satisfactory dentifrice you have ever used for preserving the teeth and for making the brushing—the teeth task pleasanter WE GLADLY REFUND YOUR MONEY.



McK & R

**McKESSON & ROBBINS**  
INCORPORATED  
Manufacturing Chemists  
Established 1833 New York City



I have made concerning the good-will created in departments through the house-organ by the individuals themselves, I further believe that the departments as a whole are being more firmly cemented in a common bond of sympathy and understanding and the office departments as well are working hand in hand and their relations to the factory departments are also being cemented."

O. M. Bostwick, editor of the "Sprague Electric News," also believes that to-day the employees' magazine is more important than ever.

"The individual mind is in a disturbed state at the present moment," he says, "owing to the unsettled financial and generally unsatisfactory business prospects. These conditions may prevail for a longer time than is the general outlook, and we believe that the need of the employees' magazine is, therefore, greater now than ever.

"We find that much interest is taken in our paper. The appearance of each issue is awaited with impatient expectancy, consequently we know that to discontinue publishing it would have the effect of making the employee feel that, at a time when he or she needs the most encouragement, all interest in their general welfare is apparently lost by their employer."

#### NOT A SELFISH AIM

P. H. Hildreth, advertising manager of the Rand Company, has the same idea:

"The morale of labor needs bolstering now more than ever. Much of the crime which confronts America to-day, in my opinion, is caused by lowered psychology or morale. People out of employment become desperate. Desperation leads to criminality. Reduced wages and the general business depression cause desperation and criminality. What better way could we keep up the morale of our workers than through our house publications?

"Again, dropping the house magazine in time of plentiful labor and continuing it in times

*The place to catch 'em  
is where they are—*

## Business Is Good in Akron

National advertisers are realizing the possibilities in Akron—

During the month of February, 1921, The Akron Evening and Sunday Times published 13,524 lines more national advertising than in January—

The first 22 days of March shows an increase of 13,314 lines of national advertising over the month of February—

Results encourage volume—  
are you getting your share of Akron business?

The best way to sell the Akron public is through the columns of Akron's Ablest Newspaper.

That paper is The

## AKRON Evening and Sunday TIMES

*Member of A. B. C.*

National Advertising Representatives

**CHARLES H. EDDY CO.**

**New York Chicago Boston**

## Apartment Hotel Equipment—

for lobbies, lounging rooms, restaurants, billiard rooms, roof gardens, chocolate shops, laundries, delicatessen stores is purchased by readers of **BUILDINGS AND BUILDING MANAGEMENT**.

In this magazine these men can be told what equipment and materials should be used to best advantage. Sell them through their business paper—



*Member A. B. C. and A. B. P.*

139 North Clark St., Chicago

11 East 36th Street

New York



### Direct-by-Mail Advertising

Our twelve years of specialized service have developed what is perhaps the best equipped organization in America for producing unique, economical and resultful Direct by Mail and Supplemental Advertising.

Everything from a letter or broadside to complete campaigns.

### The House of LIGHTFOOT

1 Madison Ave. New York

when labor is not so bountiful shows that the aim of the publication is a selfish one instead of being based on a desire to serve. It costs us real money to get out our publication, for the reason that it is profusely illustrated with current happenings in our plants. We feel that it has abundantly repaid us from the standpoint of good-will toward our company created in the minds of employees. Why should we not desire the good-will of our employees now as much as at any other time? It seems to the writer that it is a very short-sighted policy that curtails the house magazine simply because help is abundant."

The practical utility of the employees' magazine in placing facts before the workers is shown in the following statement from the Walworth Mfg. Co.:

"Having personally worked with the laborer in the mines of the West, I am thoroughly convinced through direct acquaintanceship with him that there are many times upon which he can show four good qualities to one of the employer's. Fortunately for our operatives in these times, the president of this concern is of the opinion that workers can handle facts and are concerned with them, and when he has anything to put up to his employees it is a man-to-man proposition. Under the present business depression we have been obliged, like many others, to reduce our wages, which was done after a frank discussion with our shop representatives, followed up by an article in the paper for the benefit of the individual worker in the plant. You can call this propaganda, but it is also facts and reasons.

"In my daily trips through the plant I have been approached often by operatives, who in the face of wage cuts on the outside asked me what the policy of this concern would be. I told them very frankly it would be the same as had been done on the outside with the possible exception that we would base our wage readjustment, in so far as was compatible

# No Slump Here

¶ Right through the so-called slump in magazine advertising during the last six months THE ROTARIAN has not only held its own, but has marched steadily forward, showing a substantial gain each month.

¶ There's a reason—a hand-picked circulation covering an unusually intensive field of aggressive, optimistic business men, from whose dictionaries the word "failure" has been deleted. There's room for you in

## THE ROTARIAN

The Magazine of Service

Member of Audit Bureau of Circulations

910 So. Michigan Boulevard, Chicago

Published Monthly by the International Association of Rotary Clubs

Send for Booklet "In Testimony Whereof"

**THE INTERNATIONAL DISPLAYS CO.**  
CLEVELAND, O.  
ORIGINATORS OF  
**Unusual Store & Counter Displays**  
PLANNING — COUNSELLING — MANUFACTURING

## AN IDEAL

A large circulation with a doubtful community attitude toward advertising may bring satisfactory results.

A small circulation in connection with a well-developed and favorable responsiveness for things advertised will produce some business.

When, however, you find a large circulation and a responsive community together, you will have the best to be obtained.

## The News League of Ohio

Offers advertisers the ideal proposition of a large circulation and a community that buys heavily through its advertising columns.

Confidence in advertising among the readers of THE DAYTON NEWS and THE SPRINGFIELD NEWS has been created and fostered by these papers, producing an asset for the benefit of advertisers that cannot be estimated.

News League papers, with Metropolitan evening and Sunday editions, together with a high-class 8-page graphic section in Rotogravure on Sunday, are fully equipped to place your advertising before the public in Dayton, Springfield and hundreds of neighboring towns under most promising aspects.

## The News League of Ohio

**Principal Office: Dayton, Ohio**

New York: I. A. KLEIN, Metropolitan Tower.  
Chicago: JOHN GLASS, Peoples Gas Building.

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with good business judgment, on the cost of living. The result was that about three weeks or so after holding such conversations, and believing that such information had time to circulate, I got into conversation with other operatives to determine how the idea set with them. In every case they would make some such remark as: 'Of course we have all got to take a cut. It is better for business that we do so. We would be fools if we could not see that.'

FROM AMERICAN WOOLEN COMPANY

It was rumored that the American Woolen Company had given up all work in industrial morale building and discontinued its employees' magazine and dropped back to the industrial ideals of the old days. But the following statement from the company in response to our inquiry would seem to prove that the company had been badly misrepresented.

"We cannot believe that organizations generally throughout the country will abandon the fine efforts that have been made to bring about a better spirit in industry or that the type of company activities represented by the publication of employees' magazines is to be given up.

"It seems to me that it would not only be a short-sighted policy but a fatal mistake to base such activities upon merely a passing phase in industry and not upon a real desire to bring about a healthier spirit in industrial relations.

"The American Woolen Company was among the first of the larger organizations to feel the effects of the period of depression. As long ago as last July we were forced to curtail production and we have been running on limited time up to the present date. During that period we consistently did everything in our power to hold our organization together.

"During the entire period our employees' magazine was published regularly and distributed as widely as possible to all fellow workers, whether employed or

not, to keep them in touch with the news of the organization and the prospects of resumption in production.

"It seems to me that PRINTERS' INK, with its wide circulation and great influence, can do a great deal of good at this time by spreading the gospel that the new spirit which over the last year has been so great a factor in industry must not be regarded as a mere sugar-coated pill for a temporary disease, and that a transient change in the patient's condition cannot justify an entirely different treatment based on old ideas and outgrown principles.

"Better times are certainly ahead. We have already begun to feel the effect of the coming prosperity. If we can not only continue but increase the spirit of unity and mutual interest in industry, which our activities have produced, I believe we are assured of the longest period of sustained prosperity in memory.

"Nor is the square deal in industry a wholly one-sided affair. An employer who consistently practices it is in a secure position to insist on an honest day's work for a full day's pay. The square deal must work both ways.

"Mr. William M. Wood, president of the American Woolen Company, has stated:

"The lack of personal contact, the loss of the old relations between the workers and the management, of course cripple me in this task. I cannot personally know of the conditions which surround our operatives. I cannot enter into their lives and know their thoughts as I would like to do. Many of them, as you know, do not speak our language. They have come to us from foreign lands to share with us here the liberty and the prosperity which have grown up in this wonderful land of ours. They have come from conditions which were different, many of them sad and embittering, which are reflected in their resentments against existing institutions. They are citizens in the making, and it is a part of our duty as managers to

## K. & E.

In my business, as in yours, results are not secured by cleverness, but by Knowledge and Experience.

For more than 20 years I have been writing copy for national advertisers and leading agencies. The Knowledge and Experience thus gained are the most valuable factors in the service I give my clients.

What are your present needs in the way of unusually good copy?

**Leroy Fairman**

Saint Denis Offices  
Broadway and 11th St.  
New York

## Here Is A Man

who has a future to sell, and who has enough of a past to indicate what that future will be; 8 years' practical advertising experience; has merchandising sense; a clear thinker; practical, forceful writer; university graduate; now associated in special capacity with one of the largest campaigns in progress; desires position with aggressive national advertiser, or agency handling such accounts; \$5,000. Please state particulars in first letter.

Address "A. G.," Box 181 P. I.

assist in making them good citizens.

"From my own experience I feel personally a deep interest in them and their aspirations. I feel keenly, too, my duty to them—a duty that I have tried to fulfil both because I understand and sympathize with the workers, and because I know that no manufacturer can be successful who fails to appreciate and live up to the full measure of that duty. I know that no industry can succeed if those who toil in it day by day are unjustly and unfairly treated.

"Therefore, as measures of justice, as well as measures for the benefit of our industry, our company has undertaken to do something to take the place of the lost personal contact with workers to do something for the betterment of their conditions; to look after them in illness as well as when they are at work; to assist in their education and knowledge of our American ideals and institutions."

"The Labor Department of the company, under his guidance, has done its very best to put these policies into effect, and that work will continue.

"There is no spirit of 'getting back at labor' in our organization. We are building for the future on the solid foundation of Justice for All, Square Dealing and Teamwork."

The evidence I have gathered seems to be all in favor of the employees' magazine, its continuance, and a gradual broadening of its scope and influence. But the question goes far deeper than a mere discussion of this one link in a big chain.

The present task before all management is how to reduce labor cost, which is different from the cost of labor. Reducing the labor cost means increasing the production per man and then finding a market at a fair price for the thing he produces.

Wages are usually called the cost of labor, and that is a different subject. High wages often mean less labor cost. They undoubtedly mean greater purchasing power. The consuming public

## A One-Paper Market



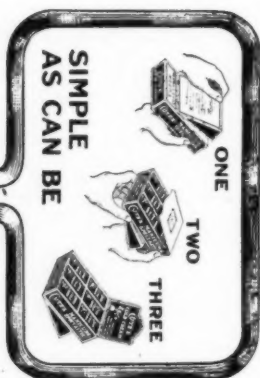
**W**HEN you are sizing up the market that lies in the Great Basin of the Rockies, get your mind away from concentrated population. Think of one great sweep of country, flanked by mountains and dotted all over—not with cities, but with TOWNS.

In fact, there are less than half a dozen cities, of which Salt Lake is the largest, in the table land comprising Utah, Idaho, the western parts of Colorado, Wyoming and eastern Nevada. Salt Lake is the center of population. All the other communities, with few exceptions, are small sized cities and towns—subcenters in the heart of prosperous mining, agricultural and stock-growing districts.

A peculiar fact of tremendous importance to the national advertiser is that he needs only one newspaper to reach this entire field—the Salt Lake Tribune. Because the Tribune goes into practically every city, village and hamlet in this region in numbers sufficient to be a most effective selling medium.

With only one paper necessary to use, you can advertise more cheaply in the Intermountain market than in any other market of similar size and possibilities in the United States.





THE FINAL LINK IN ANY ADVERTISING CAMPAIGN

Without the slightest effort, the retailer turns the cover under and displays it on his counter THAT'S WHY \_\_\_\_\_

## "THE ROSE DISPLAY CONTAINER" DOES INCREASE SALES

We can design a "ROSE DISPLAY CONTAINER" to suit your particular product and INCREASE YOUR SALES \_\_\_\_\_  
Our Suggestion Department at your service.

ROSE LITHOGRAPHIC CORPORATION — BUSH TERMINAL BROOKLYN, N.Y.



is waiting for goods at a lower price, and this lower price will come only from greater production or lower labor cost. The only way to reduce it and get the lower final cost is by finding out simpler ways of doing things, and better methods for turning out more work in a given time with the same labor.

These results can come only from closer co-operation and better understanding, and the employees' magazine has come to fill a definite, tangible and practical place in securing these intangible things.

### Wholesale Grocers' Sales Decrease

The average net sales in the wholesale grocery business in January, 1921, were about 30 per cent less than in January, 1920, according to a report of the Harvard Bureau of Business Research. The cost of doing business, however, did not decrease in like proportion.

An investigation was started by the bureau when the National Wholesale Grocers' Association suggested that a statement of existing conditions in the trade would prove of value to its members. Accordingly 307 questionnaires were sent out, of which sixty-four were replied to. The reports stated numerous wholesale grocers showed smaller expenses in dollars and cents in January, 1921, than in the previous year and there were approximately as many others who showed higher expenses despite the decline in sales.

"When expenses were shown in percentage of net sales," says the report, "nearly all the wholesale grocers showed a higher ratio of expense in January of this year than in January, 1920. In percentage of net sale the sales force expenses in January, 1921, averaged about 0.7 per cent higher than in 1920; total shipping and receiving expenses were about 0.4 per cent higher; total buying and management expenses about 0.8 per cent higher; total expenses about 3 per cent higher in January, 1921, than in January, 1920.

"The amount of merchandise purchased was smaller in every case in January, 1921, than in January, 1920. The purchases fell off more than the sales."

### Louis J. Goldman Joins Martin V. Kelley Agency

Louis J. Goldman, president of Louis J. Goldman, Inc., advertising agency, New York, has joined The Martin V. Kelley Co., Inc., Toledo, O., advertising agency, as vice-president.

Mr. Goldman will have his headquarters at the New York office of the Kelley agency.

**You can sell  
anything through**

**DRY GOODS**

The monthly magazine of the Dry Goods trade

from pins to automobile trucks, carried or used by department, dry goods, specialty and general stores.

Rates furnished upon application to publication office or to your general advertising agency.

**DRY GOODS**

Est. 1899

Formerly "DRY GOODS and Apparel"

Second oldest publication in its field.

137-139 E. 25th St., New York  
Tel. Madison Square 1241-2



**From the Idea to  
the Printed Product**

We offer a complete copy, plan, advertising and printing service on house-organs, catalogs and circulars. We combine up-to-date methods with the resources of master-craftsmen in the art of printing. Try us.

Sales Promotion Department

**BAKER PRINTING CO.**  
251 Market St., Newark, N.J.

Telephone Market 6420

## ASSISTANT ADVERTISING MANAGER WANTED

**The Man**—His qualifications must include character, loyalty, youth, natural advertising ability, good working knowledge of the English language, a college education or its equivalent, and some advertising experience, especially along the line of copy and layout work. New York man preferred.

**The Job**—Assistant to the advertising manager of a well known, nationally and locally advertised Bond House, with headquarters in New York. Exceptionally pleasant working conditions, a good salary to start, with every opportunity for advancement.

Write a letter selling your services.  
Address "X. B.," P. O. Box 822, City  
Hall Station, New York City.

---

## Copy and Service Man Wanted

A large Canadian agency has a good opening for a clean-cut man who knows how to write good advertising and present it to a client. He must have agency experience.

This is an important position and an appointment will not be made without complete information as to character and past record.

Address "M. T.," Box 182,  
care of Printers' Ink.

---

## Improvement in Advertising's Physical Appearance

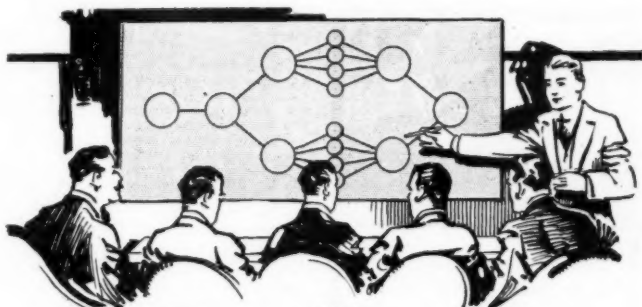
**W**E know that good copy well prepared and presented will not only tend to get the results expected of it, but will attract other business as well; at least to the point of greatly reducing the work of the soliciting staff of the agency. Good copy poorly presented will, as a rule, fall flat. On the other hand, we know of countless instances where poor or mediocre copy exceptionally well presented has proven startling in the good results achieved.

Each year the demand for better and more beautiful things has grown, until to-day, I think, we have reached the era of Beauty in Business and, best of all, business has found that beauty pays in dollars and cents.

I refer to beauty in its broader meaning. A sturdy locomotive is beautiful to me—a tractor advertisement can be made just as wonderful as one dealing with women's lingerie, though each must be treated differently.

To-day people are justly demanding better things in life. I think the motion pictures have contributed a great deal to this desire. No longer do the big majority buy just because an article will wear. It must also satisfy this awakened desire for beauty.

You can recall the days when the average moderate home was furnished with plain oak furniture—to-day they buy mahogany which probably will not last as well as the oak, but certainly improves the looks of their homes. A certain section of the north side of Chicago was referred to in former political campaigns as the silk-stocking district—to-day perhaps there is as much silk hosiery sold as any other kind. And this is true of the countless things which we wear and which surround us in our daily lives.—J. M. Bundscho, Chicago, before the Advertising Typographers of America, Cleveland, March 21.



## The Master Way to Plan an Advertising Campaign

That man who attempts to climb to success without the experience of others to show his brain the way, is like one who, rejecting light, falters thro twisting paths into pitfalls—and fails.

### Secrets of Success Revealed

Here in Indianapolis we maintain an organization that assembles, analyzes and concisely records the printed successes of every business. From hundreds of magazines, covering the entire field of business, most of which you cannot possibly see, we search for usable ideas—and channels through which master executives build, work and win. Their every secret and experience is revealed to subscribers to this Service—**weekly**. Hundreds of live facts are mailed—research reports, reviews, datagrams—a **complete fact service**. Prompt—concise—up to the minute. Worth \$1,000.00 a year and more to any man who wants to keep ahead—yet costs a trifle—less than 35c a week.

### Practices That Win Bared—

Each week our subscribers are given the latest sales plans—the newest successes in advertising. If some genius creates a better way to sell pianos—accessories or potatoes—you get it. If an executive guides a business to a triumphal profit or conquers a sales territory, you learn of it, and how he did it—no matter how unfamiliar the publication in which it is reported. If you are planning a client's campaign—suggesting a sales method—making a survey and analysis—recommending a policy—or writing an advertisement—**Business Data Service** will instantly give you the facts you need most to know. It will reveal what other men amidst similar problems did—and won. It takes out all the guesses and guides you to success based on **principles—facts—experience**. The master way to success! But it costs nothing to know this service. We will send it to you without cost—on approval. Read—then mail the coupon below.

## Business Data Bureau

Established 1917  
Indianapolis, Indiana

Business Data Service used by U. S. Rubber Co., Armour & Co., Western Electric Co., J. Walter Thompson Co., D'Arcy Advertising Agency, Critchfield & Co., H. McCann & Co.

**Business Data Bureau, Indianapolis, Ind.:** Send complete first installment of Business Data Service Ring Binder, Weekly Digests, Datagrams and full details on approval. Unless same are returned with 5 days will keep them and mail you \$18.00—one year's subscription.

Name.....

Firm and Address.....

State Subjects Interested In.....



## Export Advertising

Special Service in co-operation with NATIONAL AGENCIES exclusively.

**Surveys—Media—Copy**

Executive visit made or Literature sent on request.

*"If it's EXPORT it's not FOREIGN to us."*

**Millsco Agency**  
432 Fourth Avenue New York

Addressed to

**Sherman & Lebair**  
116 West 32nd Street  
New York City

I would say that this youngster had been molded to fit into your organization. For the past six years he has been connected with the Women's Apparel field. A clear thinker, and a forceful writer with a practical imagination. Knows art, photography, typography, printing and engraving. Now handling accounts, supervising production, and writing copy for a small specializing agency. Broad education. Merchandising sense. Ideas and initiative. Twenty-three years old. Available May 1. Are you interested?

Address "K. R."

Box 183, care of Printers' Ink

## A. A. Hamilton in Agency Work

A. A. Hamilton, formerly advertising manager of the Cook Paint and Glass Co., Kansas City, is now a member of the sales staff of the Potts-Turnbull Company, Kansas City.

The advertising account of the Coleman Lamp Co., Ltd., has been placed with the Potts-Turnbull agency. An extensive list of Canadian publications will be used to sell Coleman Quick-Lite lamps and lanterns to users. The products are manufactured in Toronto. The American factory is located at Wichita, Kan.

This agency is also placing the advertising for Lindenwood College, St. Charles, Mo., and G. W. Chase & Son, candy manufacturers, St. Joseph, Mo.

## Business Publishers Have Inspirational Meeting

Business paper publishers of New York held an inspirational meeting at the Machinery Club last Friday under the auspices of the New York Business Publishers' Association.

Three speakers, F. W. Schultz, of *The Iron Age*; Earl B. Hill, advertising counselor of the McGraw-Hill Co., Inc., and Roy V. Wright, managing editor of *Railway Age*, told why 1921 would be the banner year in the history of business paper publishing.

## C. E. Percy to Join Vanity Fair Silk Mills

Charles E. Percy, whose resignation as director of sales promotion of the Joseph & Feiss Company, Cleveland, was reported in *PRINTERS' INK* last week, will join the Vanity Fair Silk Mills, Reading, Pa., on April 1, as sales manager. William B. Powell continues as sales promotion and advertising manager of the Vanity Fair Company.

## Western Battery Company Appoints Advertising Manager

Milton R. Standish, for several years advertising manager of the San Bernardino, Cal., *Daily Sun*, has been appointed advertising manager of the Gill Storage Battery Co., of that city. This company manufactures a storage battery for automobiles and is preparing to launch an advertising campaign in the West.

## New Accounts with Wylie B. Jones

The Wylie B. Jones Agency, Binghamton, N. Y., is now handling the accounts of the Wilkenson Manufacturing Co. and the Shave-Rite Corporation, both of Binghamton, N. Y.

E. R. Metzger, for four years with the Hoover Service, Inc., New York, doing sales work, is now advertising manager of the First Hawaiian Conservatory of Music, New York.

# Announcing

*the establishment of a new Agency  
for*

## Advertising

WILLIAMS & SAYLOR INC

450 FOURTH AVE

NEW YORK CITY

Telephone

7205

Madison Square

RALPH W. WILLIAMS

*President and Treasurer*

in charge of Planning and Merchandising

HENRY H. SAYLOR

*Vice-President and Secretary*

in charge of Presentation

KENNETH MACINTYRE

in charge of Space and Media

WILLIAM F. ADAMS

in charge of Research

WILLIAM L. GIBBONS

*Assistant Treasurer*



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers

Office: 185 MADISON AVENUE, New York  
CITY. President and Secretary, J. I. ROMER.  
Vice-President, R. W. LAWRENCE. Treasurer,  
DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S.  
Michigan Blvd., KIRK TAYLOR, Manager.

New England Office: 1 Beacon Street, Boston,  
JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building,  
GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,  
A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San  
Francisco; 934 Title Insurance Bldg., Los  
Angeles; 214 Post-Intelligencer Bldg., Seattle,  
Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto,  
A. J. DRENNE, Manager.

London Office: Craven House, Kingsway,  
W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre,  
JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50  
for six months. Ten cents a copy. Foreign  
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;  
quarter page, \$25; one inch, minimum \$7.70.  
Classified 35 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor  
FREDERICK C. KENDALL, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
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Chicago: G. A. Nichols  
London: Thomas Russell

NEW YORK, MARCH 31, 1921

## Maintaining Gains in Standardiza- tion

One of the by-products of the war, if we may use the term, was an increase in standardization — the elimination of many unnecessary variations in patterns or styles. The demand for goods was for a time so much greater than the supply, that manufacturers were able to concentrate production upon a few lines which could be most profitably and economically turned out. This represented a very definite step forward in a great many different lines of business, and many manufacturers for the first time found themselves able to resist the demands of the trade, and of their

own sales forces, for something "different."

Times have changed, however, and these demands are again beginning to make themselves felt. Can the manufacturer still resist them and at the same time maintain his volume of business somewhere near normal? Or will growing competition force him to abandon a good share of what has been gained in the direction of economy of production?

In answering those questions, the concern which has back of it a steady, consistent policy of consumer advertising is in a position of great advantage. The goodwill which the public entertains toward the well-known name or trade-mark is a guarantee of salability which far outweighs minor differences in style or pattern. The manufacturer whose trade is organized on this basis is in the best possible position to maintain his gains in the direction of standardization.

## Do You Know What Prices Are?

A certain man by some method had managed to save enough money after paying his income taxes to buy a box couch. He and his wife had read about the new "price level," and in shopping around to get the best value for their money, discovered a curious thing. Exactly the same couch with the same manufacturer's name on it, at three different department stores was priced at three different figures. The first price was \$68.50, the second \$55 and the third \$42.50. At the last establishment the salesman told them that they had marked down the product from a retail price of \$65 and that apparently the other stores had not priced their goods at anywhere near their replacement value.

The prospective buyer, a manufacturer himself, began to wonder how many more prices he could find if he spent the rest of the day visiting various stores. His wife made the suggestion that they write to the manufacturer, whose name was on the product and ask him where, in their particular

neighborhood, it could be found at the fairest price. And then the manufacturer started to think about his own business and realized that the condition was general. He had no method of knowing at what particular price his product was being sold in any part of the country. Since his name was on all his merchandise, he would have to bear part, at least, of the ill-will which would result if the prospective buyer thought that his product was entirely too high for present prices of raw material.

What would any manufacturer do to-day if a group of consumers wrote him directly, asking where they could buy his goods at a fair price, at what particular store they would be able to secure them and what he considered a fair selling price for his product?

### On the Spot

It has been said that the best descriptions of battles were written by people who had never been over the battleground. We once knew a man who refused a perfectly good trip to one of the West Indies on the grounds that it might disillusion him and interfere with the yearning, wistful copy he wrote about the islands—copy which made other people want to go. Perhaps he was right in selling the idea of travel, which is so closely linked with the visions seen in the glowing embers of an open fire, or the promise of green fields and open places, borne on the arms of an early spring breeze into a busy office.

But when L. F. Hughes, distributor of lighting plants in two Texas counties, writes that the advertising furnished by the home office of the manufacturer is not selling the product, a different treatment is necessary. The copy and layout appeared good to the advertising manager. It was the usual convincing, reason-why copy, with a good illustration of the apparatus. But in this territory it didn't go.

He had a good friend in the dealer's town—a newspaper man.

The result of an exchange of letters was that the friend took on the job of writing some copy on the spot. Forty-five plants were in use in the territory near at hand. There were letters from almost twenty of the users on file in the dealer's office. The people were all well known in the locality. The Texas friend made a few calls, secured a few photographs, read all the letters—then changed the copy entirely.

The illustration of the product was dropped, the old testimonial was used, with an illustration of the plant *doing things* in the homes of satisfied users whenever possible. When a well-known farmer told how much more spare time he and his family had since he had let the new machine help in the lighting, pumping and milking around his place, and another man showed how the new plant had paid for itself in a year, the advertising carried conviction, and started to get inquiries almost at once. These Texans wanted facts about the *actual uses* told them in a neighborly, friendly way, by people they knew. People from Missouri are probably interested in the same things. That goes also for ladies in Maine, and shoppers in Winnetka. Being on one's toes and knowing conditions on the spot, are suggestions for any man who has goods to sell in this year of years for better business practices.

### More Information Needed

The work of obtaining special credit information in a bank is to-day one of the most important branches of the bank organization. Credit inquiry service offered to prospective customers, and the necessity for having on file recent information about a customer who wants credit, made this necessary. But now at a time when the granting of credit is so closely tied up with business success, modern banks should add one important thing to their credit information, and that relates to the kind of a foundation the concern is building. Is it building on bed rock or on



sand as far as its future markets are concerned?

Let us take, for example, the credit interview of the Johnson Manufacturing Company. It might read something like this:

"Johnson Manufacturing Company. Mr. Jones, Asst. Treas. We have been selling the subject for many years at our regular terms, 2 per cent discount for cash in ten days, thirty days net. This account has run as high as \$5,000. The company owes \$1,000 at the present time. Discounts were taken on about one-half their purchases, while the rest of their bills were paid promptly. Our experience has been satisfactory and we would be willing to extend credit up to \$10,000. We have heard nothing unfavorable about the company."

Of course, the modern bank goes far beyond this mere outline and yet it does not go nearly far enough. How much information do banks have about a company, for example, as to whether or not it is registering its name and its uses upon the minds of the ultimate consumer through a consistent advertising campaign? Does the firm own its own business so that it is able to go out after more business at the present time, or is its market entirely at the mercy of its jobbers and distributors? Is it in a position of sitting down and waiting for more business, or can it go out and create more by aggressive sales and advertising methods? Would the switching of one, two or three big distributors to a competitor leave the Johnson company high and dry? Bankers everywhere should know how much the public can influence the standing and financial stability of a business after witnessing its recent action in refusing to buy. How important, then, for a bank in getting credit information to find out what kind of merchandising and distributing plan the concern has, and whether or not it is making every effort to register its trade-mark and build steady future markets for its product by the great modern force of advertising.

### **The Small-Town Angle**

A well-known advertising man, to get some over-the-counter experience, acted as helper in a grocery store in Kansas. It was a small town. The head of the store knew almost every customer by name and habit.

One day a woman called up to give an order. It included pancake flour. The grocer took down a package of Aunt Jemima's from the shelf and put it into the order. "Why Aunt Jemima's?" asked the helper. "She didn't specify, Why not this jobber's brand? It is a bigger package and you told me we made a much bigger profit on it."

"I know Mrs. Jameson," said the owner, "and I know she wants the best. That's the fifth package of that brand I've put in orders to-day. You've got to know what they want—and my customers want good products they know about."

"But you don't make the profit on that brand," insisted the advertising man, to get the boss's angle.

"Young man," replied the small-town grocer, "you'd better go back to the city. You'll never succeed in the grocery business here. You don't know my customers."

### **Reynolds Tobacco Co. Increases Good-Will Valuation**

In the first financial statement issued since 1916 the R. J. Reynolds Tobacco Company, maker of "Camel" cigarettes and "Prince Albert" smoking tobacco, reports a net working capital of \$80,722.105. This is an increase of \$56,004.254 over the net working capital, \$24,717,851, reported in 1916.

An increase of \$128,723 in the value of good-will is shown in this report. The value of the good-will is given as \$1,307,583.

The net earnings in 1920 were \$10,691,000.

### **Juraschek with Yale & Towne**

Francis Juraschek, formerly manager of the technical department of Hanff-Metzger, Inc., New York, has been appointed advertising manager of the Yale & Towne Manufacturing Company, Stamford, Conn.

Frederick W. Apgar succeeds Mr. Juraschek with Hanff-Metzger. Mr. Apgar was formerly with the McGraw-Hill Company, Inc.



## A SYMBOL OF VALUE



No other papers in the world are so widely used for symbols of value as CRANE's Papers.

The two great symbols of value are securities and currency.

More securities [stocks, bonds, notes, certificates public and private, public utilities, railroads and industrials, domestic and foreign] are engraved on CRANE's Bond than on any other paper.

More paper money is engraved on CRANE's Bank Note Paper than on any other paper.

These two products of the Crane Mills at Dalton have the qualities required by paper used as a symbol of value. They have the feel, the looks and the durability which selected new rags give to paper.

*100% selected new rag stock*

*120 years' experience*

*Bank notes of 22 countries*

*Paper money of 438,000,000 people*

*Government bonds of 18 nations*

# Crane's

BUSINESS PAPERS

## MOTION PICTURES at Net Cost

if made by your own films production department.

Your own Films Producing Department will save half of what you now pay for outside service and permits of quality distribution. Ask how.

"MOVIE EXPERT" is ready NOW to join your organization. Write at once to "C. H.," Box 184, Printers' Ink.

### Entirely Unsolicited

One of the largest organizations in its field is taking this method of publicly proclaiming the worth of a man whose services are now available to others. This advertisement is published without his knowledge.

This man, less than forty years of age, has had almost twenty years of experience in both domestic and export business. As an export executive, he has not only displayed unusual originality and a marked capacity for really constructive work but, what is more to the point, he has produced results—big results.

Any sales organization—particularly one which wants to develop the export market along sound, success-assuring lines—will do well to consider this man. Write to us today. We'll tell you all about him.

Address "L. O.," Box 185, care of Printers' Ink.

## The Fight Against Fraudulent Advertising

THE MONITOR STOVE COMPANY  
CINCINNATI, O., March 23, 1921.

Editor of PRINTERS' INK:

In PRINTERS' INK March 17 issue, page 68, reference is made to the PRINTERS' INK Model Statute which has been introduced into the New York Legislature.

If you have a copy of this we would appreciate having it, as we are interested in various kinds of statutes and try to keep in touch with movements for progressive laws.

THE MONITOR STOVE COMPANY.

J. B. KOEHLER,  
Vice-President.

THE history of the fight against fraudulent advertising, begun ten years ago, was summarized in two articles published in PRINTERS' INK for February 24 and March 3, 1921. Those articles contain the text of the Model Statute, an account of its adoption by 22 States, and the organization of the Vigilance Committees and Better Business Bureaus to whom its enforcement is chiefly entrusted. In response to many requests, they have been reprinted in pamphlet form, and will be mailed to any address on receipt of a two-cent stamp.—[Ed. PRINTERS' INK.]

### Mr. Warden Is Indignant

ASSOCIATED ADVERTISING CLUBS OF THE WORLD

NEW YORK, March 23, 1921.

Editor of PRINTERS' INK:

In reference to Charles W. Warden and the Advertisers' Defense League, we have had our Washington Secretary make a search and he finds that the only Charles W. Warden in Washington is the vice-president of the Continental Trust Company, who indignantly denies that he had anything to do with this message.

I think it is some crank who has misused Mr. Warden's name thinking probably it would have some effect.

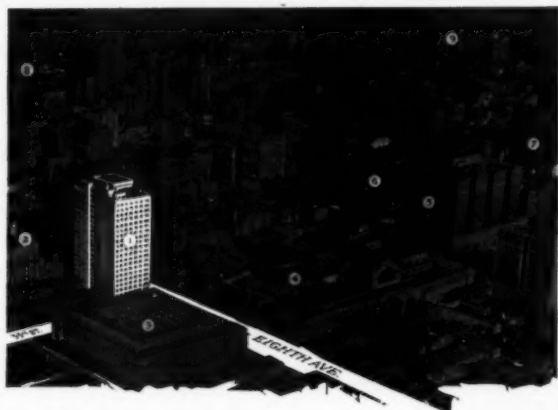
ASSOCIATED ADVERTISING CLUBS,

W. WINTER.

Assistant Counsel, National  
Vigilance Committee.

### Henry Schott Manager of Seaman Paper Company

Henry Schott has been made vice-president and general manager of the Seaman Paper Company, with headquarters in Chicago. Mr. Schott recently resigned as vice-president, in charge of sales and advertising, of Montgomery Ward & Company.



## AIRY, SUNLIT OFFICE SPACE

*In the heart of the Pennsylvania District*

THE PRINTING CRAFTS BUILDING  
NEW YORK CITY

RECENT War Department removals have left vacant two full floors and several office spaces in the Printing Crafts Building, which offer unusual advantages to publishing and advertising concerns. This space was occupied in part by advertising agencies — among them Frank Seaman, Inc. — until commandeered by the Government.

The floors contain 24,000 square feet each (200 x 120) and will be rented entire or subdivided. Each has unobstructed light and air on all four sides, and 14-foot ceilings. Big windows open on the outside air from every office; there are no "inside" spaces. Offices of from 600 feet up are available.

### NUMBERS ON THE PHOTOGRAPH SHOW:

- |   |                      |
|---|----------------------|
| 1 Printing Crafts Building                  | 5 Hotel Pennsylvania |
| 2 Manhattan Opera House                     | 6 R. H. Macy's       |
| 3 General Post Office                       | 7 Hotel McAlpin      |
| 4 Pennsylvania Terminal                     | 8 Times Building     |
| 9 Hotel Commodore and Grand Central Station |                      |

**CROSS & BROWN CO., Agent**

18 EAST FORTY-FIRST STREET, AND ON PREMISES

Murray Hill 7100

FULL COMMISSION TO BROKERS

*Photo Copyright by Fairchild Aerial Camera Corp.*

# The Little Schoolmaster's Classroom

IN recent years our leading newspapers have taken much pains, and have gone to no small expense, to keep their advertising columns clean. In this they have been ably supported by advertising interests in general. Fraudulent offers, misleading statements, and suspicious claims get vigilant attention and sometimes drastic treatment. But the word "clean" has a wider meaning than that denoting the clearing out of dishonest practices. Can advertising pages justly be called clean which permit language such as this to appear in their motion-picture advertisements:

"A racy story of a man who had too many sweethearts—an uncontrollable passion for each, and the price he paid to travel 'The Crimson Path.' Better than 'Wild Oats.'"

"Children not admitted."

"A photoplay for broadminded people only."

"The most beautifully formed woman in pictures."

"A flaming love story on a languorous isle, alluring in its beauty and warm with the beat of hungry human hearts."

"Twas a gay life he led, but where could Venus hide the dice?"

\* \* \*

These suggestive sentences are taken from the motion picture advertising sections of two newspapers of high standing in their respective cities. Such phrases indicate that ere long some vigilance work is going to be necessary in other cases than those of quack doctors, shady "medical institutes," and oil-stock promoters.

The Schoolmaster is no moralist or advocate of blue laws, but such advertising goes far to convince him that the present crusade against salacious movies, though overdone in spots, has much right on its side. The question that occurs in this connection is: Will far-sighted advertising managers do the necessary sanitary work

now or will they wait for the crusaders to raise a storm about their ears?

\* \* \*

Auction often sets the price of a product, and at auctions selling lessons of great value are sometimes to be discovered. A member of the class sends in a clipping from *Women's Wear* which contains such a timely sales lesson. The story might be called "doubling the demand for your product by a smile, a gesture and an appeal to memory." Said the suave auctioneer: "Two dollars, I'm offered, two for this handsome flask of sterling silver. Any more bids?" "Five?" Nobody answered. And just then the auctioneer doubled his demand in a way the Schoolmaster almost hates to describe to his readers. He took the flask, unscrewed the top, gently inhaled the fragrance, and then smiled a dreamy, pleasant, reminiscent smile. A voice in the far corner said firmly: "Ten dollars." "Sold," said the auctioneer, suddenly becoming again the alert business getter. The appeal to the inner mind, then the quick jump to the dotted line got the business. He knew how to sell. He didn't say: "Item twenty-six, a fine silver pocket flask, in perfect condition," and let it go at that. Suggestion and a little dramatics at the crucial moment clinched the sale.

\* \* \*

Sometimes a perfectly simple device serves to impart unusualness to an advertisement and to make it distinctive. For example, a recent advertisement of the Noiseless Typewriter Company employed the device of a short-hand postscript to "sell" the stenographer as well as the boss. This little postscript, appearing at the bottom of the advertisement, begins simply: "What stenographers say about the Noiseless." Then follows the message written

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## Research

The growing needs of our clients, the expansion of their sales and the more exacting requirements of the present market have caused us to recognize the demand for more complete sales research facilities in our organization.

To meet this demand we have retained the services of R. O. Eastman, of Cleveland, a specialist in sales research work of established national reputation, whose organization will cooperate with ours in supplying the needs of our clients in sales research work.

J.H. **CROSS** CO.

General Advertising Agents

214 South Twelfth Street - Philadelphia, Pa.

Members  
American Association  
of Advertising Agencies

Members  
National Outdoor Advtg. Bureau  
Audit Bureau of Circulations

---

## Business Paper Space Salesman WANTED

We are publishers' representatives of trade papers, different from the usual in the business paper field in that we have entire and exclusive control of the space selling. We are a comparatively young organization, with every logical reason to believe we will develop to large proportions. We represent five publications, and have offices in New York and Chicago. We expect ultimately to make it a hundred with offices in all principal cities. We are starting **now** to build an organization to this end.

We are seeking two men for the Chicago and one for New York territory, willing to travel as much as necessary (not long, continuous trips, but frequent short ones), until the growth of the business takes them off the road entirely, to fill the bigger positions on the inside that will develop as the business expands. To men who can qualify we offer a good salary and expenses plus a percentage of the profits (in proportion to their creation of the profits).

If interested, write us as fully as your judgment dictates in the premises, and embody the following: Past experience, present and past connections, territory previously covered, age, married or single, education, previous salary earned. Your letter will be treated in strict confidence. Address D. F., Box 186, Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

## Agency Representative WANTED

**Opportunity open** for thoroughly capable agency representative, on commission basis. Will supply leads and give special aid.

These leads range from the advertisers desiring to start at \$100 to the million-dollar concern that has been attracted or recommended in consequence of our capability in certain lines.

We don't mind a drawing account—the larger the better—but we want the man first to show us a sample or two of what he can accomplish.

The advantages in working with us would be these: We have full agency facilities, we co-operate closely, in certain lines we are unexcelled, we provide leads, we are alert, we are appreciative—and our commission allowance is exceptionally liberal. Write frankly, mentioning whether you have developed any accounts in the past. Correspondence strictly confidential.

"PROGRESSIVE," BOX 187,  
PRINTERS' INK.

in the stenographer's own language—that is, "pothooks."

The Schoolmaster knows that this trick was effective, because his curiosity was sufficiently aroused to cause him to ask his own stenographer to make a translation, which was just what the advertisement was intended to do.

Another advertisement of the same company was all in shorthand, topped by an illustration of an attractive young lady. The Schoolmaster hears that the Noiseless Typewriter Co. was besieged over the telephone and by letter by persons who wanted to know the correct translation. A layout that can attract such notice possesses at least the first requisite of a good advertisement, which is attention. Besides, it was a clever method of selling the boss through the stenographer.

\* \* \*

The Stock Growers' Association of Southeast Florida, working in sympathy with a well-known farm paper, has just launched a newspaper campaign that is attracting wide popular attention. The appeal is to farmers and entire communities to raise pure-bred hogs, not scrubs.

The idea that most interested the Schoolmaster was the series of extraordinarily unique, humorous illustrations. They were a departure from the conventional. Animated porkers, dressed up in work clothes, are shown doing things, constructive things. The thought is that the right kind of hogs will actually work for a community.

One illustration shows four amusing porkers building a church. Some are sawing planks, some are nailing boards, others consult plans of the new edifice. The picture goes with the following text:

"Several years ago the Rev. A. W. Phillips was placed in charge of a small rural church. The church was poor, the community was poor, and the outlook was discouraging. The minister, however, was keen. After careful investigation he decided that a

# Advertising Writer who can sell goods by mail Wanted

Our business is selling wearing apparel for men, women and children direct to the consumer, by mail.

We want a man who can put life into our catalogue pages; who can editorially depict what we pictorially display; who can write that "last phrase" which will not only catch the eye, but will sell the undecided customer.

Novices need not apply. We want no one who THINKS he can fill this job and is willing to make a trial. The man who gets this position must convince us that he is thoroughly able to fill it, and we shall be difficult to convince.

To the right man, the salary will be interesting.

All applications must be by mail. The man we want will most likely sell himself by his letter. Do NOT apply in person.

Z. D. Bernstein, Vice-President, National Cloak & Suit Co.  
7th Avenue and 24th Street, New York City

## A Big Job for a Big Man

Los Angeles—The largest city in the West  
**IN LOS ANGELES**

IT IS THE

**EVENING HERALD**

MEMBER A. B. C.

Government Circulation Statement  
April 1, 1920

**134,686**

*Dominates the Metropolis of  
the West*

REPRESENTATIVES

New York: Chicago:  
Lester J. Clarke, G. Logan Payne Co.,  
604 Times Bldg. 432 Marquette Bldg.

## Sales Promotion

I hate to lose him—he's assistant branch manager—but change in selling policy leaves me no alternative. Full particulars if you want them.

He's 28, married. He has been an assistant Advertising Manager, Sales Correspondence Manager, Assistant Sales Manager, with one year in an advertising agency. He knows selling, through letters, copy and over-the-counter. University trained. He will earn \$3,000. Do you want to see him or have him write you. Address B. E., Box 188, care of Printers' Ink.



**Howell  
Cuts**   
for housewives  
direct mail and  
advertising  
ask for proof  
Charles E. Howell, 307 Fifth Ave., New York

**Artists**  
PHONE LONGACRE 5172  
**Designers**  
**Photo-Retouchers**  
**The MOORE STUDIOS, Inc.**  
Newark Office: 216 Market St.  
Phone Market 5538

PRINTING CRAFTS  
BUILDING  
3618 AVE.  
N. Y.

## LIVE 3 Directories BUYS of Retailers

30,000 Clothing and Furnishing Stores  
31,000 Dry Goods and Department Stores  
50,000 General Stores

(Only responsible merchants listed)

BEN WIENER CO., 128 W. 30th St., N. Y.

### The MAILBAG

A Journal of  
Direct-Mail  
Advertising



APRIL - 1921

Effective with the April  
Issue, Vol. V, No. 1,

### The Mailbag

goes to \$2.00 per year,  
20c per copy. Printers'  
Ink readers' subscriptions  
at \$1.00, the old price,  
will be accepted up to  
April 15th.

Mailbag Publishing Co.  
1200D West 9th St.,  
Cleveland.

## For Subscriptions, for Renewals, Classified and Special Offers

Fallen's "Master" Mail Order Device  
pulls a higher percentage of cash re-  
turns than any other method known.  
Write for samples and prices.

J. FALLEN & CO., Columbus, Ohio

## THOMPSON'S COLORGRAMS

are markedly successful  
when adopted and issued  
as a campaign.

GEORGE SETON THOMPSON CO.  
608 So. Dearborn St., Chicago

## THE RICHEY DATA SERVICE

You can prove you  
know the facts on  
sales, advertising and  
business conditions with these convenient pocket  
data sheets. March bulletin and literature—  
sent free.

THE RICHEY DATA SERVICE  
RDS 483 Meridian Life Bldg., Indianapolis, U. S. A.

LEO AARON'S  
ADVERTISING  
**ARTISTS**  
EVERYTHING—PROMPTLY  
PHONE Vanderbilt 7556  
171 MADISON AVENUE  
NEW YORK

pure-bred community was the way  
out. The pure-bred idea took  
root, half a dozen progressive  
members bought good animals and  
the rejuvenation of the community  
began.

"The farmers in this community  
became known as pure-bred hog  
specialists, and buyers flocked in.  
The community effort achieved  
what no one else was able to ac-  
complish alone. These people  
now have a fine church, a splendid  
school, good roads and modern  
homes."

\*\*\*

The Schoolmaster heard a story  
the other day that dates back to  
a heavy electrical storm in Port-  
land, Ore., and to an inspiration  
that caused a Delco System ex-  
pert to advertise his product as  
it had never before been brought  
to the attention of the public.  
Portland has one of the largest  
indoor skating rinks in the world.  
One stormy night an important  
hockey match was in progress,  
with hundreds of people present to  
watch the clash.

The score was tied and the con-  
test had reached a critical point  
when—the lights went out. Some  
prank of the outside storm had  
broken the circuit. The great rink  
was in total darkness.

The Delco man hustled out to  
his waiting automobile, drove it  
slowly up and into the double  
doorway of the rink, turned on his  
headlights and by their bright  
glare the hockey match was com-  
pleted. Everyone knew how the  
rescue had been effected, and the  
source of the light.

The name of Delco won friends  
that night that have lasted ever  
since.

## "The Candy-Jobber" Appoints Advertising Manager

*The Candy Jobber*, a new publica-  
tion issued by The Modern Confectionery  
Publishing Co., Chicago, as reported in  
PRINTERS' INK of March 10, has ap-  
pointed Ray Becker as advertising man-  
ager. George McLearn is Eastern repre-  
sentative, with headquarters in New  
York, and L. J. Flynn is Western re-  
presentative, at San Francisco.

M. B. Kovnat has been made mer-  
chandising counselor of the new publi-  
cation.



### New Silk Account with Grandin-Dorrance-Sullivan, Inc.

Nathan Hirsch, New York, has announced new lines of branded silks, which are to be placed on the market immediately. Plans for merchandising and advertising are in the hands of Grandin-Dorrance-Sullivan, Inc.

A general advertising campaign will be undertaken immediately, using newspaper space both in black and white and rotogravure, class and women's magazines generally, and trade papers.

### Alfred Scholes with Underwood Typewriter

Alfred Scholes, formerly treasurer and general manager of the McMaster & Maugle Company, Philadelphia, manufacturer of window shades, and who had charge of the company's advertising, has been appointed manager of the York and Lanaster, Pa., branches of the Underwood Typewriter Company, with headquarters at York.

### President Harding an Advertising Club Member

President Harding has accepted an invitation to become a member of the Advertising Club of Washington, D. C. In his acceptance President Harding said that inasmuch as he has been identified with newspaper advertising all of his active business life, he would gladly become a member of the club.

### Douglas S. Franklin Joins Frailey Staff

Douglas S. Franklin, formerly associated with the United Fruit Company at Trujillo, Spanish Honduras, has joined the copy writing department of The Frailey Advertising Company, of Youngstown, O.

### California Strawberries Will Be Advertised

The Central California Berry-growers' Association is to conduct an advertising campaign to increase the consumption of strawberries. Emil Brisacher and staff, San Francisco, have obtained the account.

### C. E. Jones with Philadelphia Agency

Clarence E. Jones, formerly with R. G. Dun & Company, *International Review*, is now associated with the J. Adlemere Burns Co., advertising agency, Philadelphia. He will act as service man.

### Joins Agency at Los Angeles

Ben S. Lemmon, Los Angeles newspaper man and magazine writer, has joined the L. S. Gillham Co., Inc., advertising agency, at Los Angeles.

ASHLAND 7652

## BOURGES SERVICE PHOTO ENGRAVERS NEW YORK CITY

OFFICE - FLATIRON BLDG - 175 FIFTH AVE  
PLANT - PARTOLA BLDG - 100 WEST 21ST

### CUTTING THE COST of Publication Printing

is an easy matter with the very newest labor-saving equipment and an up-to-date printing plant. Let us estimate on your publication and be convinced.

**THE DRUCKER PRINTING CO.**  
133 Mercer Street, New York City

## PRINCRAFT PRESS

They said it couldn't be done—  
**4-COLOR HALFTONE, 4-page letterhead printed on BOND.**  
Send for your specimen of this economical and high-speed sales-producer.

213 W. 40th St., New York  
Near Times Square Bryant 131

## BUILDING MATERIALS

A MAGAZINE FOR THE DEALER

AT

NEW TELEGRAPH  
BUILDING  
DETROIT

REACHES  
10,000  
RETAIL DEALERS IN  
BUILDING SUPPLIES  
MONTHLY

A MAGAZINE OF PUSH, PEPPER & PURPOSE

## POSTAGE

## BUSINESS MAGAZINE

Letters, Circulars, Booklets, Catalogs, House Magazines—if prepared and used intelligently—can sell anything.

**POSTAGE MAGAZINE TELLS HOW**

\$2.00 a year—12 numbers.

18 East 18th Street, New York

## Direct-Mail Advertising and Selling

**CAPITAL TRADE MARK**  
**AND COPYRIGHT BUREAU**  
 REPRESENTATION ALL OVER THE WORLD  
 WASHINGTON, D.C. - WARDER BLDG.

**PROTECTS**  
 your trade-marks and labels by  
 registration and copyright in  
 the U. S. or abroad. A highly  
 trained corps of specialists.  
*Send for New Bulletin*

**I AM A WOMAN**  
*My home is my workshop*

Madeleine Kelly Purcell *Advertising*

*Copywriting and Counsel from  
 The Woman's Point of View*

348 West 118th St. New York

## Publication Printing

Let us estimate on your  
 daily or weekly newspaper

**ELORE UNION PTG. CO.**  
 33 First Street New York City

**NEW STUFF**  
 YOUR OWN CARICATURE  
 IN YOUR AD, COMIC STRIPS  
 ETC. FEATURING YOUR BUS-  
 INESS. WRITE FOR PART-  
 ICULARS JOHN A. RYAN  
 BOX 202 STILLWATER MINN.

## Unused Postage Bought

We buy unused postage stamps of any amount or denomination for spot cash. Mail them to us, and receive cash by return mail. We buy old gold, silver, watches, jewelry, War Bonds and anything valuable. Goods returned within 14 days if you're not satisfied with the amount we return you. Bank references. The Ohio Smelting & Refining Co., 33 Lombard Bldg., Cleveland, Ohio.

## Better Printing for Less Money

Send Printings—Send Service	Business or Catalogue at Low Prices
1000 Printed Book Letterheads... \$5.50	1000 Circulars 6 1/2 x 9 up from... \$4.00
1000 Printed Booklets 10 1/2 x 14... 4.50	1000 Circulars 6 1/2 x 9 up from... 4.00
1000 Printed Booklets 10 1/2 x 14... 4.50	1000 Circulars 12 1/2 x 9 up from... 18.00
1000 Printed Booklets 10 1/2 x 14... 4.50	1000 4-Page Booklets 10 1/2 x 14... 25.00
1000 Printed Booklets 10 1/2 x 14... 4.50	1000 4-Page Booklets 10 1/2 x 14... 25.00
1000 Printed Post Cards 10 1/2 x 14... 6.00	1000 4-Page Booklets 10 1/2 x 14... 25.00
1000 Printed Shipping Labels 2 1/2 x 4... 4.00	1000 4-Page Booklets 10 1/2 x 14... 25.00

**E. L. FANTUS CO.** 525 S. Dearborn St. CHICAGO

## Stock Deal to Employees Brings Standard Oil Advertising

The Standard Oil Company of Indiana is running a series of newspaper advertisements telling of arrangements it has made to allow its employees to become stockholders in the company. One advertisement, headed "25,000 New Partners," says the company expects a worth-while development in morale and more efficient service from its employees as a result of the new arrangement. Employees will be permitted to pay for the stock out of its earnings and out of payments they make from their wages and salaries.

## Will Teach Women Advertised Goods Benefits

The Women's Advertising Club of Chicago has started a movement to educate the women of that city in the advantages of buying advertised goods. The first of a series of educational meetings will be held on April 4, and an address will be given by Jane Prescott Adams, food expert for Armour & Company. Subsequent meetings to which women generally will be invited will consider subjects that will bring to women a better understanding of advertising and of what it means to them in their home life.

## Dort Motor Car Co. Increased Advertising

The advertising expenditures of the Dort Motor Car Company, Detroit, for the first quarter of this year have been in excess of any previous year, H. S. Daniels, advertising manager of, this company, informs **PRINTERS' INK**. "As to the rest of the year," Mr. Daniels says, "we will make up our schedules from month to month and endeavor to fit them to conditions as they arise."

## Rybeck with Donath Service

M. W. Rybeck, formerly with Einson Litho, New York, and later with the Retail Affiliated Stores, has been appointed production manager of the Donath Service, New York.

## Munway Adv. Service

will condense your ad, bring out the strong selling points, guarantee results and save you money. Make us prove it.

500 Fifth Ave., New York

**"GIBBONS Knows CANADA"**

TORONTO

MONTREAL

WINNIPEG

## Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

### HELP WANTED

#### ARTIST

with creative ability, good on layouts and good color sense. We also want a good retouch artist. Box 386, Printers' Ink.

**BUSINESS PAPER SPACE SALESMAN WANTED. THERE IS A DISPLAY AD ON PAGE 162 OF THIS ISSUE OFFERING UNUSUAL OPPORTUNITIES.**

An excellent opportunity for an Art Director of proven ability and sufficient advertising experience to direct one of the largest art departments in New York City. Address Box 412, Printers' Ink.

### WRITER

Mr. Adman or Copy Writer: Have you enough confidence in your ability to write telling copy to prove what you can do in competition with others?

I am tired paying good money to and wasting valuable time with the professional adman who grinds out copy with a rubber stamp. Right now I want a booklet written telling the story of my company. It is a story of absorbing interest, full of interesting personalities and touched with the romance of America's greatest achievements. It is a story which should thrill the heart of the man who is born with that intangible touch to his work that lifts him above the mob of "rubber-stamp artists."

I want to find a real writer gifted with that rare touch of genuine salesmanship. I want a man who can stick unalterably to the truth and who can put the punch and glow to his copy that makes the reader buy.

To the man who can deliver the accepted copy for this booklet I will pay \$100. I will further give him additional spare-time work on a remunerative basis for a probationary period. If he makes good he will obtain the position of advertising manager for a most successful industrial company—a company which is rapidly approaching a position of National prominence. Address all communications to the attention of the President. Box 391, Printers' Ink.

**WANTED**—Contact Man controlling one or more accounts in small New York agency.

First letter must contain full particulars and will be treated in strict confidence. Box 392, Printers' Ink.

**WANTED**—Young, experienced copy man with creative and constructive ideas, on large weekly New York trade journal for Chicago office. Can devote part time to selling. Big opportunity for right man. Address Box 413, care of Printers' Ink.

**WANTED**—Thoroughly experienced farm paper circulation manager for Western farm paper. Must be able to earn a salary of \$4,500 a year. Prefer one who can make investment and become executive officer. Address Box 406, care of Printers' Ink.

### Wanted— Complete Agency Man

A Baltimore branch of a nationally-known agency needs a **complete** advertising man—the sort of chap who is an agency all to himself—who can step in and do any sort of a job—right. And with enough personality to sell when he has to. We'll pay such a man what he is worth. Be **definite**—and sending samples will save time. We'll be sure to return them. Address, stating **salary**. Box 411, Printers' Ink.

**T**HERE must be some advertising man in New York City who would like to get the entire profit on all business he can secure, up to a certain point. Above that point he would share with the agency which makes this proposition. This advertising agency, with full recognition, and the best sort of machinery for handling business, is willing to make a most unusual proposition to two unusual men at the present time. Write at once stating full details about yourself. Box 419, Printers' Ink.

**MISCELLANEOUS**

**LIGHT TOP LOFT, NEAR BEEKMAN ST.**, suitable for printer; also dry basement; electric elevator. Frankel, 290 Pearl St. Beekman 4199, or your own broker.

want posters similar to those clever ads used by the underwear and hosiery review? see fred kann, 321 broadway, phone: worth 1696

**LITTLE ADS** are making big money for numerous advertisers. Catalog of selected lists, prices, free on request. Scott & Scott Adv. Agency, 220 W. 42nd St., New York.

**ADDRESSOGRAPH EQUIPMENT WANTED**

Several thousand model B card index frames, oak filing cabinets, metal drawers, tab shifting. Box 409, Printers' Ink.

**Printing Plants and Businesses**

Bought and Sold  
**Printers' Outfitters**  
CONNOR, FENDLER & CO.  
New York City

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firms for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

**MR. PUBLISHER**

Successful Boston advertising representative will consider well-established trade or class publication. Address Printers' Ink, 1 Beacon St., Boston.

**ADVERTISING TAPE MEASURES**

in silver finished metal cases made in our own novel shapes such as **TURTLE, HAT, SHOE, FISH, LIBERTY BELL, FLASK** or to your own design.

Write for samples and information, or send us your specifications.

**SANDERSON MANUFACTURING CO.**

2-8 Temple Street, Providence, R. I.

**POSITIONS WANTED**

**N. Y. NEWSPAPER REPORTER DESIRES PUBLICITY WORK AS SIDE LINE. EXPERIENCED. CONFIDENTIAL. ADDRESS BOX 410, CARE OF PRINTERS' INK.**

**ADVERTISING ASSISTANT**

Age 24; experience eight years. Systematic, creative. Box 414, Printers' Ink.

**YOUNG MAN** (19) Christian, willing worker. Without previous experience desires position offering possibilities of learning any branch of advertising, N. Y. C. Box 404, Printers' Ink.

**ADV. MANAGER'S ASST.**

4 years' experience in Catalog, Dealer Help and Mail Order Advertising. Exceptional capacity for work and responsibility. Box 420, care of Printers' Ink.

**Asst. to Sales Manager**

Christian, 27, experienced in sales work desires connection. Competent, energetic, resourceful. N. Y. only. Box 399, P. I.

**ADVERTISING ASSISTANT**

All-around young man (21), 4 years' agency experience, thorough knowledge mechanical details, seeks position with New York agency or national advertiser. Box 405, Printers' Ink.

**Young Man**

seeks connection where there is opportunity for expansion in display and layout work.

Box 394, Printers' Ink.

**COPY MAN**

Thorough national agency experience. General and agricultural. Limited opportunity of present job makes change desirable. Want place with agency or as advertising manager. Box 398, Printers' Ink, Chicago Office.

**ADVERTISING SERVICE**

Ten years Advertising Manager for large manufacturer, together with constant reading and study gives me a thorough knowledge of advertising and sales promotion; art, layout, copy, system, printing, editing, etc., etc. I consider myself a complete advertising agency service. Am ready to take a position that requires these qualifications on short notice. Box 395, Printers' Ink.

**ADVERTISING MANAGER OR ASSISTANT**

Capable idea man, forcible writer, thoroughly acquainted with art, typography, printing and engraving.

During nine years of intensive business training I have successfully promoted sales through correspondence, sold advertising for a class publication, planned and executed dealer campaigns for many large hardware manufacturers.

This knowledge and experience, the ability to work aggressively and consistently, and a determined effort to progress are at your disposal; available April 1. Salary \$3,000.

Box 400, PRINTERS' INK.

**ADVERTISING SALESMAN. PROVEN ABILITY**—Nine years with present concern—national publications. Considering change. Thorough knowledge of advertising, merchandising and publishing problems. Healthy acquaintance with New York City and New England advertisers and agencies. Age 32. Salary, \$5,200. References—your acquaintances will furnish information relative to my resourcefulness and ability. Box 397, P. I.

A good copy man and artist now handling large advertising production department wants position with agency or manufacturer. Understand catalog compilation, printing and engravings. Box 390, Printers' Ink.

## IDEAS

in the form of copy, layouts and advertising designs, want to go to work. I have them—and nine years' experience. Box 418, Printers' Ink.

## ADVERTISING—SALES EXECUTIVE

Age 40, married. Best references. Now employed by large corporation directing sales promotion and advertising. Practical salesman, manager, writer, house-organ editor. Salary \$6000. Box 415, care of Printers' Ink.

**Circulation Man**—Age 27, single. Eleven years' daily newspaper, desires position with progressive daily. Thorough knowledge of progressive circulation methods and A. B. C. requirements. Capable of taking charge of circulation department. Address Box 387, Printers' Ink.

## Research Man

Clear thinker; sales analyst; statistician; college graduate; practical advertising man and merchandiser with 8 years' experience will be open for engagement May 1. Write Box 402, care of Printers' Ink, for interesting details.

## Sales and Advertising

An advertising sales and catalog man; with executive ability is open for a position after April 1. Now connected with Forty-Million Dollar corporation. I am big enough to get into any organization; taking responsibility; and producing results. Address S. L. C., Printers' Ink, 1 Beacon St., Boston, Mass.

## FOR SALE

### The Services of a Young Lady

Who is willing to devote her energy and ability to your business as a tactful and initiative secretary-stenographer. Who has had six years' business experience, including one year in newspaper office. Now employed. References. Address Box 407, Printers' Ink.

## CIRCULATION MAN

High-grade, forceful young man with vision, imagination and power to execute seeks connection requiring all-round knowledge of circulation work and office management.

Successful record of over seventeen years with well-known magazines.

Possesses intimate knowledge of government and A. B. C. circulation requirements, and has the ability and experience to thoroughly analyze your circulation needs and build up production.

Moderate salary at start if future remuneration will be in keeping with calibre of man. Address Box 393, care of Printers' Ink.

**Advertising Assistant**—Systematic, 6 years' experience, specialized in visualizing, ideas, layouts, print and engraving. College education. Age 28. New York or anywhere. Address Box 408, P. I.

**RESEARCH MAN**—Broad training market investigations, dealer surveys, new products, personally and directing assistants. Eight years. Capable taking entire charge agency or manufacturer's research. Box 416, Printers' Ink.

## ADVERTISING MANAGER

Assistant Advertising Manager three nationally-known corporations wants managership of small, progressive concern in New York City. Age 32; married. Salary \$4000. Box 389, Printers' Ink.

## Advertising Manager

Has been assistant advertising manager for 5 years for a successful national advertiser spending over a million dollars a year. Seek position as manager. Address Box 401, care of Printers' Ink.

## I WANT A JOB

with national advertiser or live agency; 7 years' thorough experience; college man; 27 years old; able executive; resourceful and aggressive; \$4,000. Address Box 403, Printers' Ink.

## Strictly Speaking—

I'm a young man employed as correspondent and copy writer in a large publishing-house. If you're in need of a man with the maturity and fitness to grow into a responsible position on your circulation or agency staff—well, I'm here. Box 388, Printers' Ink.

Young man paid income tax on more than \$16,000.00 earned by personal effort 1920 seeks two-year agreement with advertising agency or large manufacturing business that places own national advertising campaigns.

Twenty-one years spent acquiring education and experience to equip myself to succeed in chosen profession brings me to final three years' apprenticeship to make self suitably proficient and worthy to assume control of newspaper property of size. Upon completion two-year agreement will devote third year to study.

Four years in manufacturing, two years wholesale dry goods and groceries, six years auditor and secretary gas and electric company community 100,000, four years building two newspapers from ground up, four years present connection reorganizing two newspapers of size, both brought in record time to substantial earning basis.

Large agency or manufacturer desiring to organize or revitalize media department may well confer with me. My keenest interest has been devoted to advertising and newspaper circulation for years.

Value to me of experience to be gained during term of agreement will be considered part of compensation. Ninety days required to make change.

Address Box 396, Printers' Ink.

# Table of Contents

PRINTERS' INK, March 31, 1921

How Victor Educates the Retailer to Sell Red Seal Records..... <i>Roland Cole</i>	3
Rights to "Woodbury" Trade-Mark Divided.....	12
"Reason Why" Comes Back.....	17
Making a Product Supreme in Its Own Home Town..... <i>Fred Cook</i>	19
Starting a Chain of Retail Stores.....	25
An Opinion "By Request".....	28
Acceptable "Helps" That Were Sold to Jobbers' Salesmen.. <i>Donald MacLean</i>	33
A Church Advertisement That Interested Business Men.....	41
Giving Money Back with a Smile.....	44
Helping Salesmen Find Themselves..... <i>S. C. Lambert</i>	53
Adding an Allied Product Leads to New Market.....	61
Human Interest Advertising Even in Clothing Samples.....	73
Advertiser Merits of Shipping Point Inspection..... <i>J. T. Bartlett</i>	77
Water, Water Everywhere—Yet It Can Be Advertised.... <i>Hugh E. Agnew</i>	81
Showing Retailers How to Learn Truth about Themselves.....	91
Illustration Novelties That Catch the Eye..... <i>W. Livingston Larned</i>	95
Here at Last! An Understandable Bank Statement.....	100
The Government's Foreign Trade Service..... <i>George E. Holt</i>	104
Sells Diamond Tools, But Advertises Service..... <i>Wallace Blood</i>	117
A "Silent Salesman" That Works for the Manufacturer. <i>J. W. R. McDowall</i>	120
Employees' Magazine More Essential Now Than Ever..... <i>Roy Dickinson</i>	133
Editorials .....	154
Maintaining Gains in Standardization—Do You Know What Prices Are?—On the Spot—More Information Needed—The Small-Town Angle.	
The Little Schoolmaster's Classroom.....	160

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on

- a city
- a residence district
- a business district
- a class
- a state
- a sales territory

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## Tips From the Top On the Selling of Groceries in Chicago

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In 1920 The Tebbetts & Garland Store placed 40,519 lines in The Chicago Tribune. This was more than it placed in all other Chicago papers in 1920 and in 1919 combined.

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